

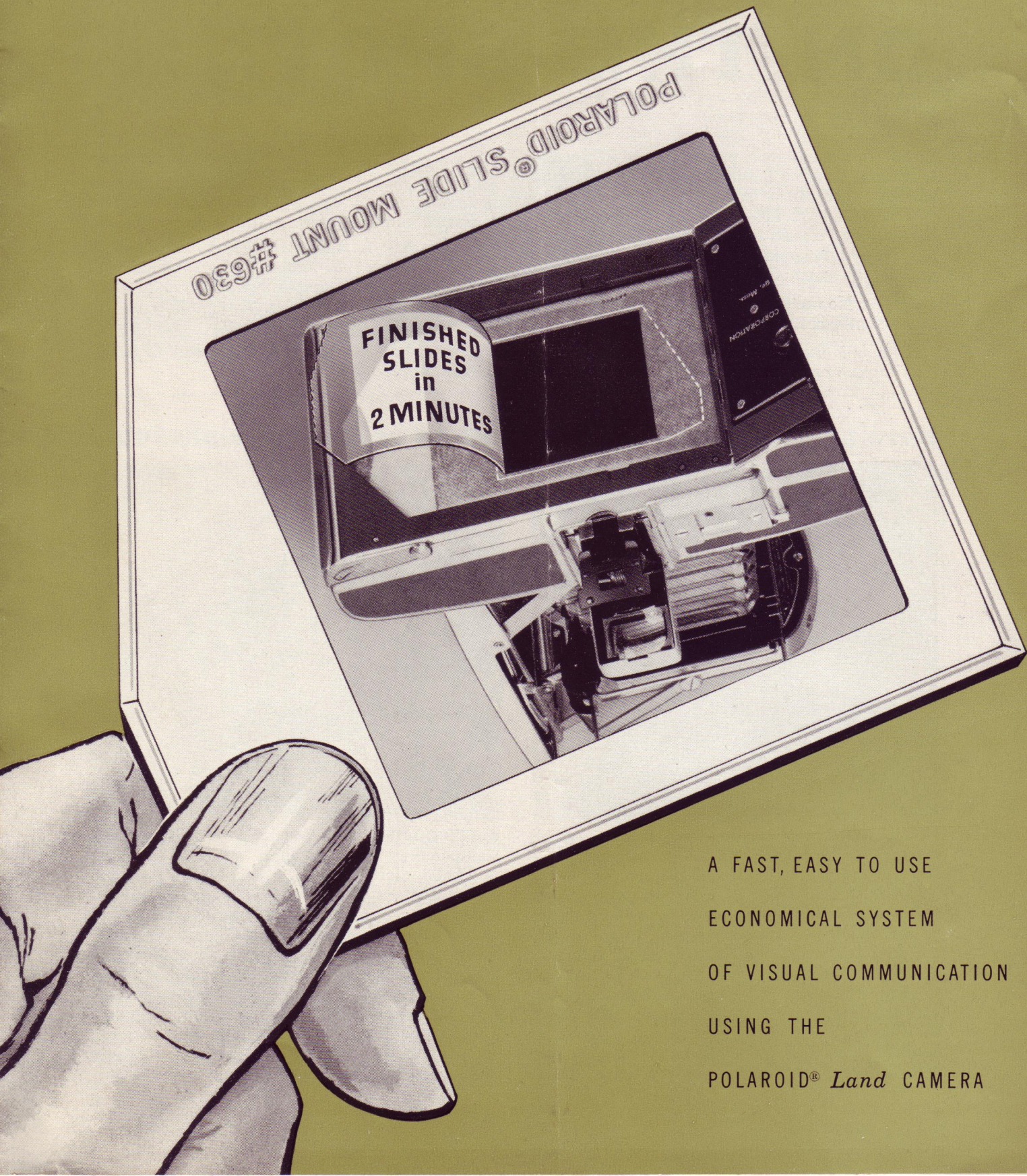
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THE NEW POLAROID
TRANSPARENCY SYSTEM
SLIDES-ON-THE-SPOT



A FAST, EASY TO USE
ECONOMICAL SYSTEM
OF VISUAL COMMUNICATION
USING THE
POLAROID® *Land* CAMERA

the new Polaroid
transparency system **SLIDES-**
ON-THE-SPOT...

YOU SNAP THE SHUTTER, pull a tab, and in a couple of minutes there's a finished black-and-white transparency which can be put to an infinite variety of uses immediately. That, in brief, is the story of the amazing Polaroid transparency system, employing the new Polaroid Land Projection Film. Let's consider the many advantages of this new system.

It's fast: No waiting for photographers; no waiting for conventional films to be processed.

It's easy to use: No skilled help required. Practically anyone can quickly learn the simple routines

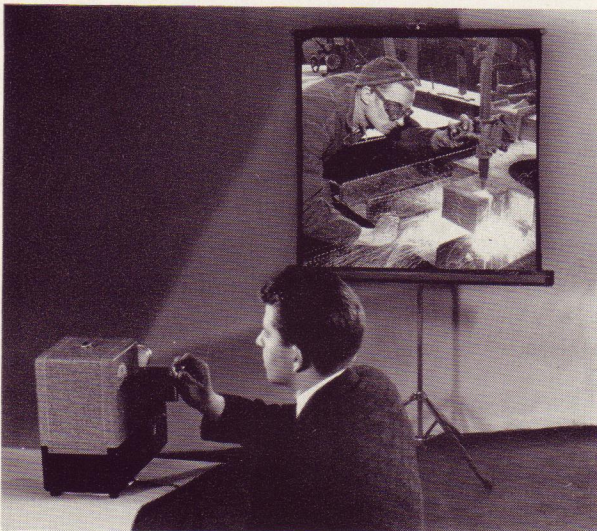
necessary to produce Polaroid Land transparencies.

It's versatile: Useful applications for this new system are limited only by your imagination. This article offers both general and specific suggestions.

It costs less: A mounted, ready to use Polaroid slide costs about 55 cents. Surveys indicate an average commercial price range of \$1.50 to \$2.25 apiece for conventional slides.

It offers high quality: These slides are "tops" in sharpness, brilliance, range of tones, lack of graininess, even if much enlarged.

Here are some of the best ways to present the photograph or



PROJECTION: For classroom instruction, speech making, on-job training, board meetings, or any kind of group examination of pictures and other information, the ability to make and project slides quickly and easily is invaluable. Since light passes *through* the slide, illuminating even deep shadows, the projected images are rich with detail and have a tremendous range of tones. They can be enlarged to giant screen size, yet retain amazing sharpness. Use standard 3 $\frac{1}{4}$ x 4 lantern slide projectors, or the 2 $\frac{1}{4}$ x 2 $\frac{1}{4}$ Polaroid projector (*page 7*). Colors can be added by combining Polaroid Land transparencies with diazo copy overlays (*right*) in a single mount.



DIAZO COPIES: Link the abilities of Polaroid Land transparencies and Tecifax, Bruning Copyflex, or Ozalid diazo copying techniques. With diazo copies of your slide, you can transmit printed word and picture information rapidly and economically to one or more people for individual study, reference, and record, when the numbers involved don't call for photomechanical reproduction (*right*). It's easy to duplicate slides in a hurry (colors can be added); make excellent positive prints in 10 seconds; combine a transparency with typed pages or other material and copy-print it in minutes; make copy negatives for blow-ups by conventional photographic means.

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THESE ARE THE KINDS OF PICTURES THAT ANYONE CAN TAKE:

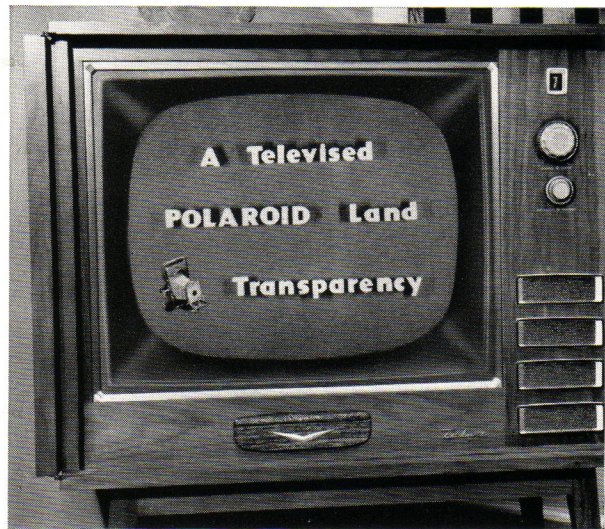
1. RECORD SHOTS, from 3½ feet to infinity. Snap anything from an identification photo of a person or an object to an aerial view of a construction site. Use daylight, flash, speed light, photofoods, or other light sources.
2. CLOSE-UPS as near as 6 inches. Simple focal frames and close-up lenses make it easy to record small objects, even "life size" on the film.
3. COPIES of maps, charts, text, illustrations, etc. New Polaroid Copymaker simplifies job of copying any kind of printed or written matter.
4. SCIENTIFIC AND TECHNICAL, in conjunction with special devices. Excellent slides can be made by coupling a Polaroid Land camera to a microscope, oscilloscope, and many other instruments used in science and industry.

any other information on the Polaroid slide to your audience.



Page from Modern Photography reproduced by permission of publisher

PUBLICATION: Polaroid Land transparencies combine readily with standard photomechanical reproduction techniques to make good illustrations for publications printed by letterpress (*as above*), offset, or gravure. Thus, a slide may be projected to a group or on TV, then be diazo copied for various purposes, and finally illustrate a book or magazine. This versatility is particularly valuable to technicians, educators, scientists, and medical men who contribute to professional publications. Special chartmaking and titling materials sold by Polaroid Corp. (*page 5*) help businessmen, fund raisers, etc. to prepare illustrated talks which wind up in printed reports.



TELEVISION: Every TV station uses titles, and best results are had when the message is on a transparent base, as on a slide. Title slides are prepared most rapidly and easily with Polaroid Land transparencies (*see page 5*). Slides are also superior to prints for telecasting pictures, copies of printed matter, etc. Title transparencies may be laid over picture transparencies to form effective combinations. All the advantages of speed, ease of use, quality, economy, which make Polaroid slides excellent for projection have even more value in television. This is so whether they are made for general telecast use or for the rapidly growing closed circuit systems.

Slides-on-the-spot are doing important work in ma

Although Polaroid slides are brand new, it has already become apparent that they can be used in almost any field you can think of. Users have turned up in three main groups:

(1) People who already use visual aids, but find the Polaroid transparency system so much easier and faster that they prefer it to previous techniques.

(2) Many who have often wanted to use transparencies for various purposes but have lacked technical facilities, time, and skill, or could not afford to hire professional photographic help.

(3) Great numbers of people who never even dreamed of using slides for any purpose, until they saw what the new system could do.

It would be impossible to list all the uses to which the new transparencies have been put, but here are a few of the more interesting examples which have shown up.

MEDICINE: The chief photographer at a leading New England hospital works with doctors in preparing slides of *hematology charts* for lecture purposes. *X-rays* are easily copied on transparency film and projected



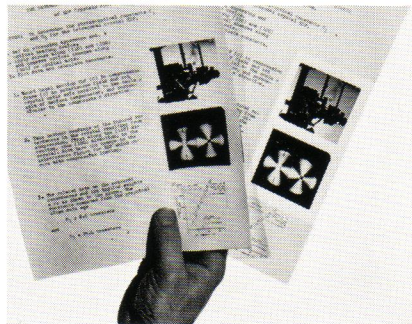
Unskilled personnel can do this.

during weekly discussion seminars. A dermatologist takes close-ups of *skin disorders* on patients right in the lecture hall; minutes later he projects them for his students.

SPEECHMAKING: Many businessmen called upon to address civic, fund raising, and other groups find a few *slides add spice* to the talk. They can project *facts and figures, clippings, illustrations, cartoons*, and other items to liven up what might otherwise be a fairly dull occasion.

ILLUSTRATED REPORTS: In the *engineering, manufacturing, and construction* industries, field representatives often meet problems on which they need help from the home office. A field man snaps the machine, site, or other subject, mails the transparency back to the home office, with text describing the problem.

This can be projected to a group of experts for their opinions. Or, by means of diazo copies, combined text and photo reports may be distrib-



Original, right; diazo copy, left.

uted to key officials for their decisions. This is how it's done.

A hole is cut in the original copy and an appropriate transparency secured there with transparent tape. When this is fed through the diazo copying machine, the resulting copies carry both the typed material and the information in the transparency on the same sheet. (For this purpose you must use those diazo materials designed to reproduce continuous tone images; line copying materials won't be satisfactory. The techniques are similar, with no special problems.)

The same illustrated report procedures are being applied in *social work, research, insurance, mortgage appraisals, marine surveying*, and many other fields where internal communication is important.

EDUCATION: Teachers at all levels are showing slides on a wide variety of subjects. In a high school, one teacher copies maps and other items for a *current events* class. Slides of the equipment setup for the day's experiment help get a *physics class* going faster.

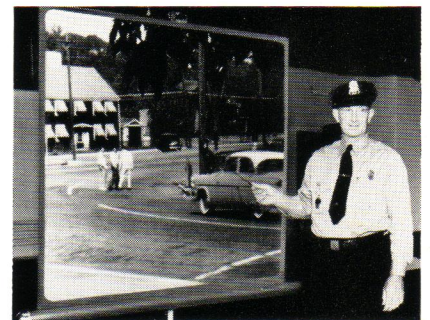
In a graduate class in Marketing, half an hour is saved each class

meeting because the professor photographs and projects *charts and computations*, instead of having students transfer these data from project papers to blackboards.

A *singing* teacher snaps close-ups of lips of students, then projects the pictures to explain to the class correct and incorrect ways of forming the lips to produce sounds.

SPORTS: A coach snaps speed light pictures of his *diving team in action*, projects them 8 ft. square at the end of the day's training session to show faults and good points. *Football action* shots taken during the first half provide vivid evidence of weaknesses and strengths of both teams when they are shown at half time, help the coach plan strategy for the rest of the game.

SAFETY: An officer who gives safety lectures in 14 city schools makes slides of *students traveling to school*. He snaps "safe" and "unsafe" street



He shot this a few minutes earlier

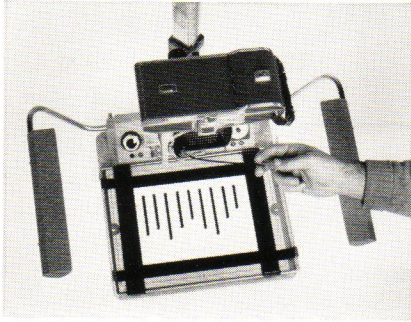
crossing and play habits, shows these a few hours later at assembly. This brings the demonstration home with more force than any poster or warning sign ever could.

Industrial hazards are snapped when and where they occur. Slides make group education easier; copies for reports are quickly made by diazo copying machines found in many plants.

TELEVISION: Hundreds of stations use Polaroid Land cameras and paper prints. Those which have tried the transparencies find them excellent for *titles, commercial slides*, and certain kinds of *spot news* coverage (see photo, page 3).

ny fields. Do your photo needs match any of these?

CHARTS AND TITLES: The combination of Polaroid Land transparencies and *Chart-Pak materials* is a happy and useful one. With *Chart-Pak materials*, anyone can make professional looking *graphs*,

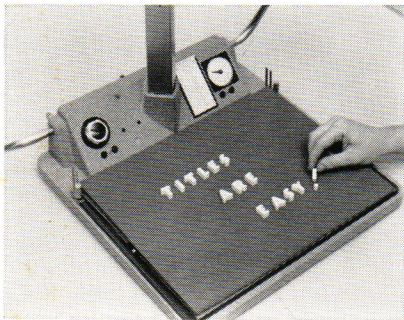


How to make a slide of a chart.

organization and flow charts, or office and plant layouts. This is done with commonly recognized lines, bars, shapes, and symbols printed on adhesive backed tapes or sheets. Charts are made on a plastic board with light blue square grid lines which do not show on the slide.

Sculptured letters are easy to arrange into attractive titles. Once copied onto slides, they may be laid over picture slides to form striking combinations which are bound together. Colors may be added by various methods.

Polaroid Corp. is marketing a special *tilling and chart-making kit* containing a font of 150 half-inch



... and are useful for many jobs.

letters and figures, and enough *Chart-Pak material* to make a number of charts and graphs. The cost of this is about \$22; you can get details through your photo dealer.

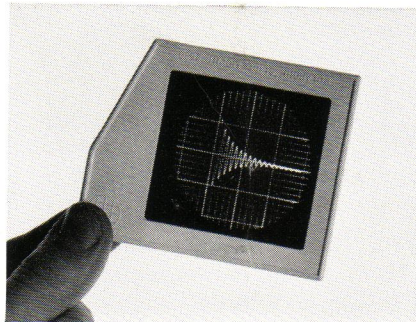
LEGAL: Forensic photography has many special requirements. Pictures must be sharp and big so that they can be seen by jurors, judge, wit-

nesses, etc. without delay in passing small items from hand to hand. Projected slides fill that need.

It is also important to establish that *pictures of evidence* are genuine, and that they have not been tampered with. Photographic "experts" often must testify that they personally accomplished each step in taking, processing, and printing, in order to establish genuineness.

Since there are no intermediate steps between taking and finishing the picture in the Polaroid transparency system, it is easier to establish authenticity of evidence.

OSCILLOGRAPHY: Several companies are marketing oscilloscope record cameras that use Polaroid Land Projection Film. Allen B.



This can be enlarged to 12 x 12 ft.

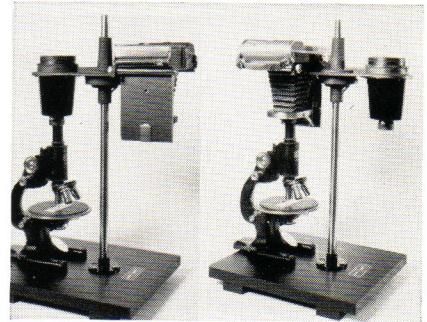
Dumont Laboratories and Fairchild Camera and Instrument Corp. both have cameras that will make exposures of successive *tracings* on the same transparency.

Some oscilloscope cameras utilize a mirror, which causes an image reversal problem. This is now easily corrected by reversing the transparency.

A greatly enlarged, projected image permits *accurate measurements* of tracing slopes and time intervals. Diazo or conventional photographic copies can be made.

SALES PROMOTION: When a fashion group wanted to show off *coiffures worn by models*, they made a transparency of each hairdo as it was put into perfect shape. About an hour later the slides were projected on a huge screen, showing details of the model's hairdress while she was displaying a gown.

PHOTOMICROGRAPHY: Central Scientific Co. makes a special stand which holds a focusing cone on one arm and a Polaroid Land camera on the other. With this device it's easy to make *photomicrographic slides*.



Focusing, left; camera ready, right.

The film's high speed makes short exposures possible and the user knows immediately whether or not the result is satisfactory.

REAL ESTATE: *Selling houses* has been made easier for a midwestern agency which does \$300,000 worth a month, with a strong assist from Polaroid slides. A salesman snaps the new listing, returns the transparency to the office. Within an hour up to 300 diazo copies can be made and be started on their way to the firm's salesmen and potential customers (see photo, page 2).

INSURANCE: Many companies and agents make extensive use of Polaroid Land cameras for pictures in making *appraisals* before insuring,



Quick, helpful record photo

and, in *authenticating claims* when they arise. The slide system offers many advantages over the paper prints (see *Illustrated Reports*, and *Legal*, for details).

Facts about Slides-on-the-spot

The new Polaroid transparency system is built around a $2\frac{1}{4} \times 2\frac{1}{4}$ in. transparency. Since Polaroid Land Projection Film produces exceptionally sharp and non-grainy images, the $2\frac{1}{4} \times 2\frac{1}{4}$ size is big enough to cover any screen likely to be encountered. It is also small enough to reduce the cost, size, and weight of a projector.

The main items

Basic parts of the system are: a film (Type 46) that produces eight $2\frac{1}{4} \times 2\frac{1}{4}$ transparencies per roll; special snap-on plastic mounts which convert the transparencies to slides; a well designed, high quality 500-watt projector. All these are so designed that slides are *always* projected right side up.

There is also a film (Type 46L), with accompanying mount, designed to make $3\frac{1}{4} \times 4$ in. slides for use in standard lantern slide projectors. These slides may also be used with some overhead projectors. A roll of Type 46L produces eight of the big transparencies.

Both Type 46 and 46L films fit all Polaroid Land cameras which take Series 40 size films. These include the Models 95, 95A, 100, 110, and 700. Also Polaroid Land backs for press and view type cameras.

Polaroid Land Projection Film is very fast when used with either daylight or tungsten lighting.

The extra speed contributes greatly to picture sharpness because the camera can be used at small lens openings (giving a deep zone of sharp focus) and fast shutter speeds. The high speed also makes possible many additional pictorial effects using available light rather than flash or photoflood illumination.

How you handle the film

Polaroid Land Projection Film is loaded in the same manner as other Land films. After snapping the picture, the tab is upped in the usual fashion to start development and advance the next frame. Then the procedure changes a bit.

Instead of the customary one-minute developing time, transparencies are developed for two minutes.

Then you open the back door of the camera and remove the transparency. At this point the picture is quite soft and delicate and must be handled with care. You harden and preserve the transparency by inserting it in a device called a Dippit, which contains a hardening solution.

The Dippit is leakproof and unbreakable. The user never comes in contact with the hardening reagent, and the Dippit is never refilled or replenished. Each one is designed to handle 48 pictures, after which it is discarded. The cap of the Dippit holds two rubber squeegees which dry the transparency as it is removed from the Dippit. The picture is then ready to mount.

Something about costs

Prices of the items in the slide system are on *pages 7 and 8*. But here are some points worth noting. Even if you start from scratch and want to do a very complete job, only three pieces of equipment are needed: a camera, a projector, and a Copymaker, with a total cost under \$300.

Of course, if you already own a Polaroid Land camera, and don't need a Copymaker, and have access to a lantern slide projector, you need buy only a Field Kit to get started.

The new user should begin with a Field Kit, which contains a Dippit,

film, mounts and incidental accessory items to adapt the camera for transparencies and make for easy handling of prints in office, laboratory or field. Individual components can be replaced as needed and at moderate cost.

The cost per slide is about 55 cents, covering film, mount and a proportionate share of the Dippit. This is quite low, compared to an average commercial price range of \$1.50 to \$2.25 each for slides made by conventional methods.

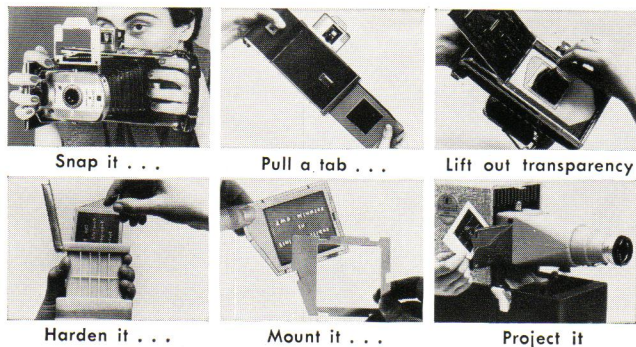
In addition to the diazo copies described earlier, conventional photo techniques may be used to provide duplicate transparencies, copy negatives, or paper prints from a transparency. These may be had quickly and inexpensively through Polaroid's Copy Service. Cost of an unmounted duplicate transparency is 50 cents each; for a copy negative 15 cents; paper prints are two for 25 cents. Each film package contains full details about ordering.

Care for a demonstration?

The Polaroid Transparency System is available through leading photographic dealers throughout the country. They will welcome the chance to show you the system and discuss its application to your own needs. If your own dealer does not as yet stock the transparency items, please write to Polaroid Corporation, Industrial Sales Dept., Cambridge 39, Mass. for full information.

SIX EASY STEPS!

The camera is loaded, the picture taken and the tab pulled exactly as with regular Polaroid Land Film. When the transparency is removed from the back of the camera, it is placed in the Polaroid Dippit to harden the emulsion. The transparency is practically dry when pulled from the Dippit and can be mounted and projected at once.



Polaroid

TRANSPARENCY SYSTEM

Now . . . Finished Slides Made on the Spot

The new Polaroid Land Projection Film produces a black and white positive transparency two minutes after the shutter is snapped. Ideally suited for displaying information to a large audience, this transparency gives a projected image of remarkable quality and brilliance. The photographic range and sharpness of the film make it suitable for applications ranging from photomicrographs where great detail is required to copying documents where high contrast is important.

POLAROID® LAND PROJECTION FILM TYPE 46 AND 46L



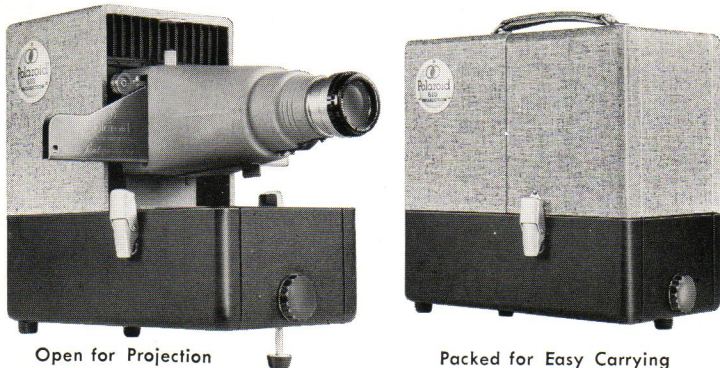
This film has the speed, range, contrast, latitude, and sharpness to produce excellent transparencies. Tonal gradation of this panchromatic film is excellent, permitting high detail in both the highlight areas and in the dark blacks. Deep blacks with high maximum densities can be achieved.

The film is available in two sizes to fit Polaroid Land Cameras using series-40 films (Models 95, 95A, 95B, 100, 110, 110A, 700, 800). The Type 46 Film produces transparencies in the 2 1/4 x 2 1/4 size for use in the Polaroid Projector #610. The 46L Film produces 3 1/4 x 4 transparencies for use in conventional lantern slide projectors.

Type 46 2 1/4 x 2 1/4 transparencies that fit the Polaroid Projector. 8 Exposure Roll—\$3.49

Type 46L 3 1/4 x 4 Lantern Slides. 8 Exposure Roll—\$3.49

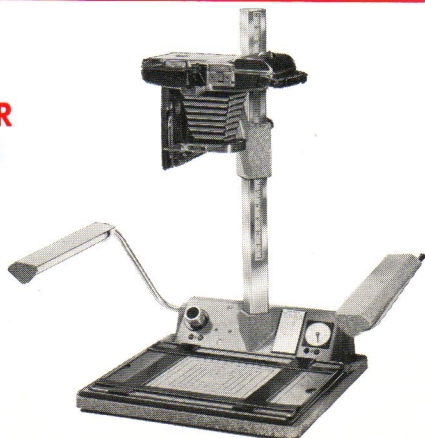
POLAROID® PROJECTOR MODEL 610



It is impossible to project slides upside down or backwards with the 500-watt projector designed especially for the Polaroid Land Transparency System. Using Type 46 Film, the user gets a transparency with a triangular shaped tab. This transparency can go in the Polaroid Slide Mount #630 only one way. This mount, in turn, can go in the projector only one way. The projector gives uniform sharpness and brilliance on the screen, with no dark corners. The lens made by American Optical Company, f/5.6, 6 1/2" focal length, coated and color corrected, produces an 8 foot square image at 20 feet. The rugged 115 volt, AC motor provides maximum cooling of lamp, condensers and slides. The projector makes up into its own carrying case with the detachable lens housing and slide carrier locked safely inside.

Polaroid Projector, model 610 **\$109.75**
For use with Type 46 Film (2 1/4 x 2 1/4)

POLAROID® COPYMAKER MODEL 208



Charts, maps, titles, small objects—anything that will fit into an 11 x 14 inch space—can be photographed easily on this Copymaker. A double-sided cork easel is marked in 8 field sizes (square on one side for the Type 46 Film and oblong on the other side for the Type 46L Film and regular Polaroid Land Paper Prints) to show exactly what will appear in the picture for various camera positions. Built-in electric timer for timing exposure and development. Two fluorescent lights included to give uniform lighting over entire copy. Fits all Polaroid Land Cameras using 40-series Film.

Polaroid Copymaker, model 208 **\$99.75**

Title and Chartmaking Kit #211. Contains font of 150 sculptured 3/4 inch letters plus textured background. Also, a wide variety of pressure sensitive tapes for making professional-looking charts in minutes instead of hours. **\$21.50**

BASIC TRANSPARENCY SUPPLIES

POLAROID® FIELD KITS



#691



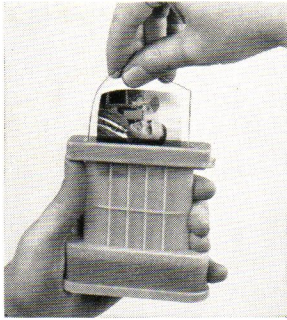
#692

Each user of the transparency system should start out with a Field Kit. It is designed for safe, convenient handling of transparencies in the field, office or laboratory, and includes the necessary devices to adapt your camera. Each kit contains a Dippit, your first roll of film, 8 mounts, a special slotted section to hold undipped or unmounted transparencies safely, and a shoulder strap.

Field Kit 691 for Type 46 Film also has a viewfinder mask for cropping to the 2 1/4 x 2 1/4 format, a light-seal tape to prevent film fogging and a "pick" to aid in lifting out the transparency. Field Kit 692, for the larger Type 46L format, has the pick and the tape, (no mask is needed).

Field Kit #691 for Type 46 Film (2 1/4 x 2 1/4) \$7.95
Field Kit #692 for Type 46L Film (3 1/4 x 4) \$7.95

POLAROID® DIPPITS



Each transparency must be treated in a Dippit within one hour after removal from the camera to harden the surface and protect the transparency from fading or discoloration. The Dippits are leak-proof; the user never touches the liquid. Special rubber lips squeeze the transparency practically dry as it is removed. Each Dippit will process 48 transparencies.

Dippit #644 for Type 46 Film (2 1/4 x 2 1/4) \$1.10
Dippit #646 for Type 46L Film (3 1/4 x 4) \$1.40

REPLACEMENT COMPONENTS

(With the exception of the Viewfinder mask for Model 110 camera, all items below are furnished in the Field Kits.)

POLAROID® VIEWFINDER MASK

This fits on the wire frame viewfinder to cut down the field of view to the 2 1/4 x 2 1/4 format of the Type 46 Film.

Mask #697 For Model 110 cameras \$1.00
Mask #698 For Models 95A, 95B, 700 and 100 \$1.00

POLAROID® METAL PICK

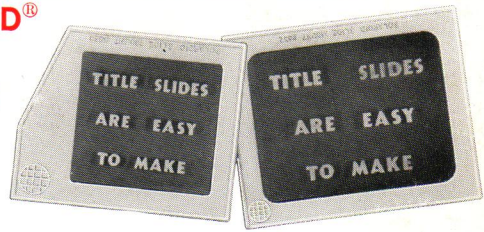
Useful for getting a firm grip on the transparency tab when lifting picture from the camera. **25 cents**

POLAROID® BLACK TAPE

Helps prevent light fogging through the tab slot. Free, write the Customer Service Department, Polaroid Corporation, Cambridge 39, Mass.

POLAROID® SLIDE MOUNTS

#630



#632

Transparencies can be mounted in seconds with these special plastic mounts that snap together without additional fasteners or tape. No glass is needed.

Slide Mount #630 is shaped to take the Type 46 transparency with its triangular shaped tab. The transparency can be mounted only one way, and the mount can go in the projector only one way. This eliminates any chance of showing a slide upside down or backwards.

Slide Mount #632 holds the Type 46L transparency for projection in 3 1/4 x 4 lantern slide projectors. A diagonal guide in the mount matches a diagonal corner cut-out in the film so each transparency can be mounted properly with ease. A cross-hatched thumb mark is moulded into the mount to enable the user to project it properly in the dark.

Slide Mount #630 for Type 46 Film (2 1/4 x 2 1/4)
 16 mounts to a box **\$1.50 per box**
Slide Mount #632 for Type 46L Film (3 1/4 x 4)
 16 mounts to a box **\$1.75 per box**

CHECK THIS CHART FOR PROPER SIZE OR MODEL NUMBER

	If you want to make 2 1/4 x 2 1/4 slides	If you want to make 3 1/4 x 4 lantern slides
Camera	Models 95, 95A, 95B, 100, 110, 110A, 150, 700, 800	Models 95, 95A, 95B, 100, 110, 110A, 150, 700, 800
Film	Type 46	Type 46L
Mask	#698 for 95A, 95B, 700, 100 #697 for 110	None
Dippit	#644	#646
Mount	#630	#632
Field Kit	#691	#692
Projector	Model 610	Conventional lantern slide projectors
Copymaker	Model 208	Model 208