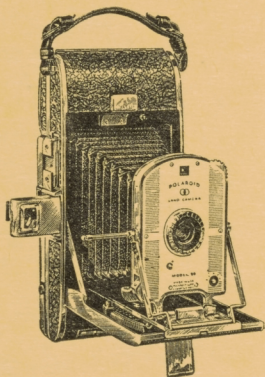


a message to you...

AS A NEW OWNER OF A POLAROID LAND CAMERA



Your new camera is not just a novelty. It is a soundly engineered, precision-built instrument of the highest quality, guaranteed for life. The pictures it produces in sixty seconds should be **better** than the snapshots you've made in the past — sharper and more attractively composed. By every laboratory test we've used to check permanency, Polaroid prints are as lasting as regular snapshots.

After you have used your camera a week or ten days, will you please fill out the attached card and mail it to me? I want to be sure that you are getting the best pictures you ever took — and I won't be satisfied until you are.

Sincerely,

POLAROID CORPORATION

J. H. Booth

Executive Vice President

F785E Printed in U.S.A.

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 22505, Sec. 34.9 P. L. & R., BOSTON, MASS

POLAROID CORPORATION

CAMBRIDGE 39, MASS.



POLAROID CORPORATION

730 Main Street, Cambridge 39, Massachusetts

GENTLEMEN:

I've been using my Polaroid Land Camera for
my opinion of it:

days and here is

Name of
my dealer _____

(If you care to mention; otherwise, omit)

(NAME)

(STREET & NO.)

(CITY)

(STATE)

If you have any questions, please send a sample picture so that we can offer helpful suggestions.



POLAROID CORPORATION

CAMBRIDGE 39, MASSACHUSETTS

OFFICE OF THE
EXECUTIVE VICE PRESIDENT

IT'S A GREAT PLEASURE . . .

. . . to welcome you to the Polaroid family of tens of thousands who, like you, are enjoying an entirely new experience in picture making. I want you to have the same success they are having, to get the same high quality pictures . . . snapshots that will be the best you've ever had. So here's a suggestion:

You'll find that a few minutes spent with the instruction material with the camera and film will really pay dividends in good pictures. The unique drop-in loading, the ease of focusing and setting for exposure, the simple processing operation . . . all of these are carefully explained. You'll learn that—

- . . . A smooth but fairly fast pull of the paper tab gives better pictures.
- . . . The easy-to-use Print Coaters will protect your pictures from scratches, fingerprints, soiling and stains from handling and use. Coat each picture, following carefully the simple instructions.
- . . . Correct exposure makes brilliant pictures, and is no trick at all using the exposure guide packed with each roll of film . . . or, for sure-fire results every time, with the Polaroid-G. E. meter.

I know you will want to make regular use of our Copy Service, which offers by mail or through your dealer reprints, enlargements or regular film negatives—all of finest quality and at reasonable cost. You'll find in each roll of film a handy order-blank envelope which, incidentally, also carries an exposure guide and film data.

Your camera has been registered in your name. The guarantee is in effect, and you will soon be receiving quarterly issues of the Polaroid "Minute Man", helpful periodical on picture-in-a-minute photography. I know you will enjoy it.

Now that you have been using your camera for a short time, I'd like to know just what you think of it. I want to be sure that you are getting the best pictures you ever took—and I won't be satisfied until you are. Won't you jot your comments on the attached card and drop it in the mail?

Sincerely,

POLAROID CORPORATION

J. H. Booth
Executive Vice President

JHBooth/sa
Enclosure