

Zur Erinnerung

an Ihren

LUFTHANSA-Flug

31.1.1963

Wien

A souvenir

Istanbul

of your

LUFTHANSA flight



A Polaroid Land Picture
finished in just
10 seconds!

A WORD ABOUT THIS PICTURE

The remarkable Polaroid Land* Camera delivered this sparkling print in 10 seconds. It is the only camera in the world that can perform this photographic miracle. No darkroom, no liquids or chemicals are ever needed — just click the shutter, wait a moment, then remove a beautiful, finished black and white print from the camera.

Here are two questions frequently asked about this amazing process:

Are the pictures permanent? Yes, they're just as permanent as conventional prints, as measured by standard heat, humidity, and chemical tests. Each picture is sealed under plastic with the Polaroid Print Coater which comes packed with the film. If through oversight this was overlooked when this picture was made, and you notice some discoloration, mail the print to Polaroid. It will be reprinted and returned to you free of charge.

Can you get copies, enlargements? Yes, very easily. They're made directly from the original print — no dusty negative files to keep! If you want a copy of this particular picture, for instance, simply mail it to Polaroid Corporation, Box 311, Cambridge, Massachusetts. Price: 4 copies for 50¢ (minimum order). Please send check or money order with your print.



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*Named for the inventor Dr. Edwin H. Land