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# Polaroid Automatic 101 Land Camera

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## CONTENTS

### Getting Acquainted

	Page
Introduction . . . . .	2
How to open the camera . . . . .	3
How to close and cover the camera . . . . .	4
How to hold the camera . . . . .	5
How to use the viewfinder . . . . .	6
How to focus the camera . . . . .	7
Before loading film, practice the 1, 2, 3 system . . . . .	8

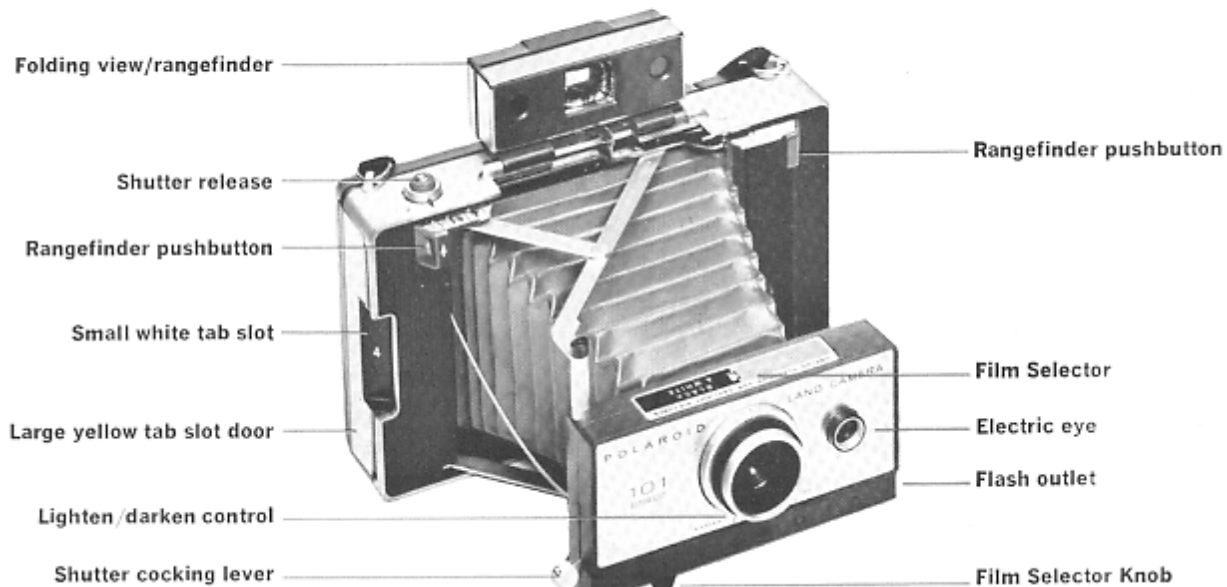
### Operation

Loading: open the film package . . . . .	9
How to set the camera for 3000 speed film . . . . .	12
Tips for good daylight black and white pictures . . . . .	13
How to set the camera for color pictures . . . . .	14
Tips for good daylight color pictures . . . . .	15
How to take a picture . . . . .	16
How to develop the print . . . . .	18
If no yellow tab pops out . . . . .	20
Check the temperature! It's important . . . . .	21
How to make prints lighter or darker . . . . .	22
Black and white prints must be coated . . . . .	23

How to use the Cold-Clip with color film . . . . .	24
Troublesome lighting situations to avoid . . . . .	26
Using 3000 speed black and white film in dim daylight . . . . .	27
Fast focusing for pictures made with 3000 speed film . . . . .	28
How to attach and use the flashgun . . . . .	29
How to set the camera for flash with 3000 speed film . . . . .	30
Tips for good flash black and white pictures . . . . .	31
How to set the camera for a flash color picture . . . . .	32
Tips for good flash color pictures . . . . .	33

### Miscellaneous

Some helpful accessories . . . . .	34
A filter can pep up black and white scenics . . . . .	35
Devices for close-ups and portraits . . . . .	36
You must take care of your camera . . . . .	37
Picture troubles, their cause and cure . . . . .	39
Protect film and camera from heat . . . . .	43
Where to write for information . . . . .	43
Warranty . . . . .	43
List of repair stations . . . . .	44



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## HOW TO GET THE MOST OUT OF THIS CAMERA

This is one of the world's easiest-to-use cameras, once you understand a few simple techniques. However, it is very important that you learn the basic operating steps or you're bound to waste film and money and be disappointed with your picture results.

**With this camera, snap all your outdoor pictures in bright daylight, shoot all indoor pictures with flash.**

**Before you load your camera with film**, please be sure to read carefully the first two sections in this booklet: Getting Acquainted, and Operation (the blue edged pages). As you read the text and look at the pictures, go through all the motions of using the camera — without film.

Once you get the simple operating routine down pat, load a film pack. We suggest that you start with 3000 speed black and white film. Please remember that even the finest camera and film need some help from the photographer if they are to produce good pictures. That help can be summed up in one sentence: **Plan and think before you shoot.** As a

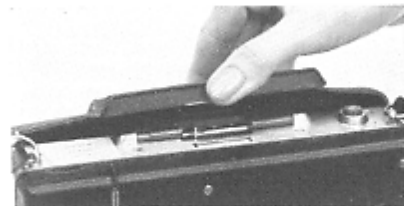
starter, read carefully the instruction sheet packed with you film. Those instructions may change from time to time, so it's a good idea to review the film instruction sheet occasionally.

As a quick guide to help you get a good picture every time, here are seven helpful hints. They're important.

1. **In daylight pictures always have the light on the subject coming from behind you.** For best color pictures place your subjects in bright sunshine.
2. **Move in close**, to get a big image in the print.
3. **Choose colorful subjects** for your color pictures.
4. **Pick a good background**, particularly with flash.
5. **Pull the tab correctly.**
6. **Time development carefully.**
7. **Keep an eye on the temperature.**

As you go through this booklet you'll find these seven points explained in detail. They can make the difference between getting good pictures and poor ones.

## HOW TO OPEN THE CAMERA



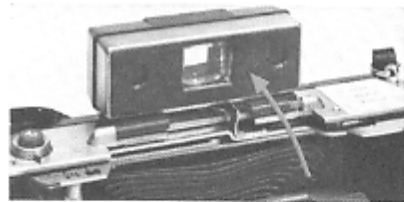
1. Magnet holds cover down. Lift back edge.



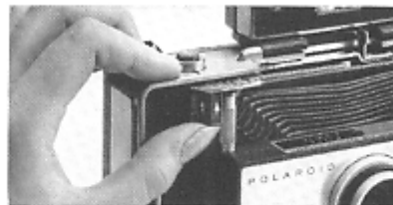
2. You can let cover hang down or . . .



3. . . to remove it, push spring (arrow) and lift.



4. Lift finder up and back; magnet will grip it.



5. Raise button No. 1; this unlocks camera front.



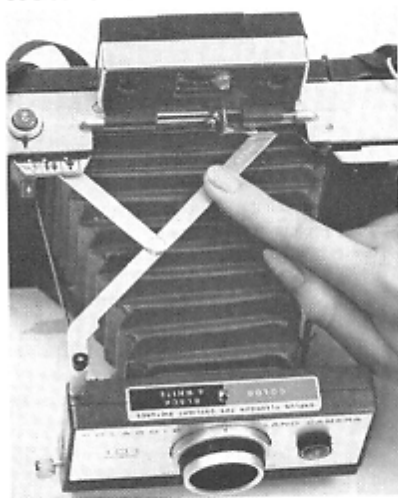
6. Pull camera front out as far as it will go.

**PHOTO 6, IMPORTANT:** Be sure to pull the camera front out until there is a definite click and the locking bar (arrow) snaps

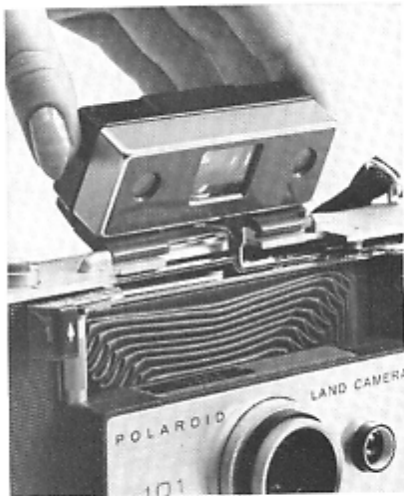
into place. If the front isn't fully out and locked, your prints will come out all black, or badly blurred.

This booklet is designed to fit neatly inside the cover, under a spring clip (photo 2).

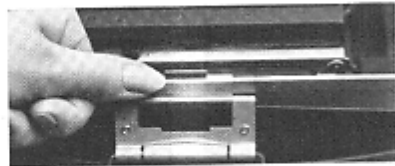
## HOW TO CLOSE AND COVER THE CAMERA



Press down on the locking bar. This releases the front of the camera. Push the front in all the way until it locks.



A magnet holds the finder up. Fold the finder down gently. Try not to bang it on the camera.



If you have removed the cover: to replace it slide the hinge down over the lock spring until it snaps into place (top). Swing the cover up and over; the magnet on top of the camera will hold it

## HOW TO HOLD THE CAMERA



**HORIZONTAL:** Grip the two ends. Place your forefingers on the No. 1 buttons; you can easily shift the right forefinger to No. 2 button. To steady the camera, press your elbows into your ribs; rest the camera against your nose.

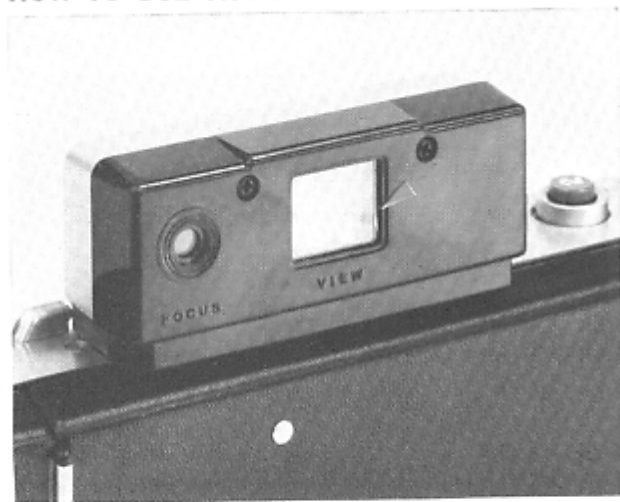
## GETTING ACQUAINTED



**VERTICAL:** Grip the camera as you would for a horizontal picture, turn it so your right hand is below. Brace the camera against your forehead and face.



## HOW TO USE THE VIEWFINDER

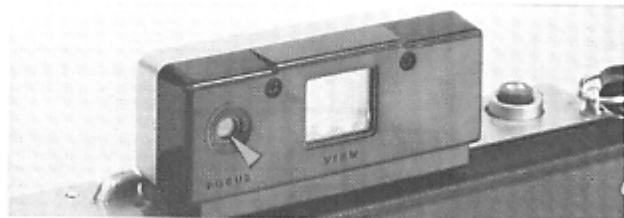


Looking through the viewfinder window (arrow) you'll see a bright, white broken line. Frame the scene with this line. Always try to look through the center of the window and concentrate on your subject, not on the white line. If your



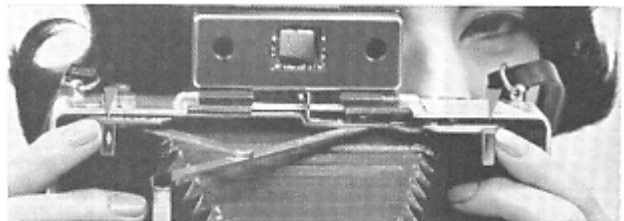
subject is very close ( $3\frac{1}{2}$  ft., for example), allow a little extra space between your subject and the top frame line (above). If not, you may accidentally cut off the top of someone's head in your picture.

## HOW TO FOCUS THE CAMERA



Look through here at the bright spot.▲

▼ Push No. 1 buttons.



Holding the camera horizontal, place your forefingers on both No. 1 buttons as shown and push them all the way to your left. Look through the Focus window and aim the bright spot in the center at a nearby subject (about 5 ft. away, for example). You should see two images of your target in

## GETTING ACQUAINTED

OUT OF FOCUS



IN FOCUS

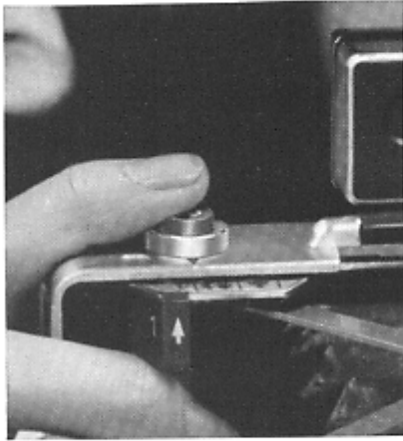


the bright spot; this means that the camera is not focused for that distance. Push the No. 1 buttons back and forth until the two images become one — sharp and clear. Now the camera is focused. For vertical pictures, focus with the camera horizontal; turn it to aim and shoot.

## BEFORE LOADING FILM, PRACTICE THE 1, 2, 3 SYSTEM



**ONE** is for focusing. Look through the Focus window and aim the bright spot at various subjects. Push the No. 1 buttons and practice bringing together the two images of your subject in the bright spot to make one clear image. Then shift your eye to the View window and frame your subject in the white line.

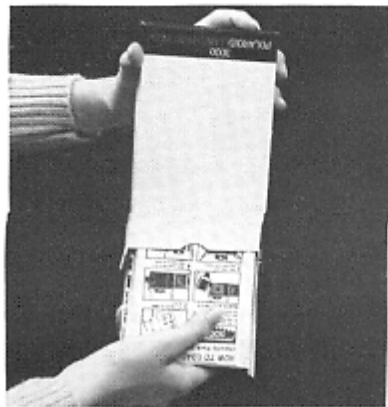


**TWO** is for shooting. Practice pressing the No. 2 button slowly until the shutter clicks. In dim light hold No. 2 down and stay very still until you hear the second click as the shutter closes. Then you can move and let No. 2 up. If nothing happens when you press No. 2, perhaps you forgot to reset No. 3 (right).



**THREE** is for resetting. Right after snapping a picture, always push down No. 3 button firmly until it locks and stays down. This resets the shutter for the next picture. If you don't reset No. 3 button, you won't be able to shoot your next picture; nothing will happen when you press No. 2 button.

## LOADING: OPEN THE FILM PACKAGE



## OPERATION

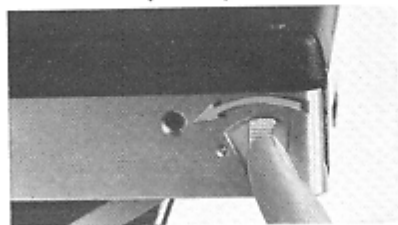
Open the top of the box. With color film there's a set of mounts; with black and white film there's a coater. Remove these and the instruction sheet (please read it). Pull out the film package. Handle it gently, carefully. Save the box to carry prints in safely. It also can be very useful when coating black and white prints.

Hold the package near the edges. **Don't press hard on the**

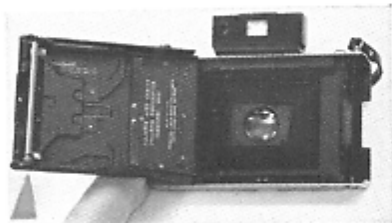
**middle of the package.** Starting at the corner, tear open the entire side of the package along the dotted line. When the side is open, rip apart the front and back of the package. Lift out the pack. Dispose of the little package of silica gel. Always handle the pack by the edges only.

**Always open the package and load film in the shade, not in direct sunlight, to avoid fogging the film.**

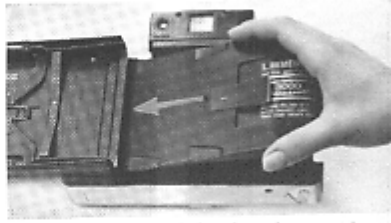
## LOADING (Cont.)



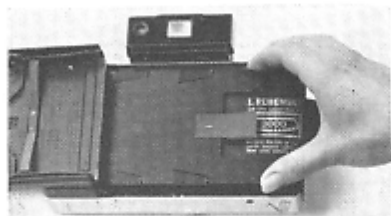
1. Push the back door latch; the door will pop up.



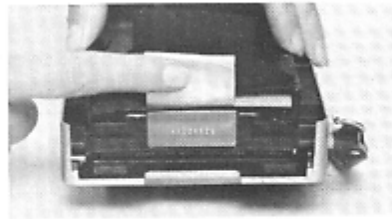
2. Open it all the way. Are the rollers (arrow) clean? If not, clean them as shown on page 37.



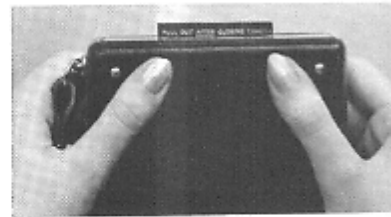
3. Hold the film pack by the edges as shown and push the closed end of the pack under the door hinge against spring tension.

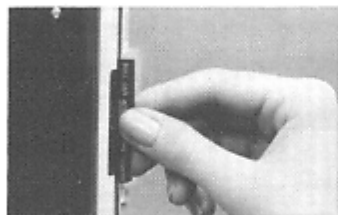


4. Push the pack down into the camera. You'll feel it snap into place.



5. & 6. Be sure the white tabs are free and not folded under. Close the back door. Press both sides firmly to be sure that both sides latch. The black tab of the safety cover must stick out of the small slot. If not, reopen the back, lead the tab out.



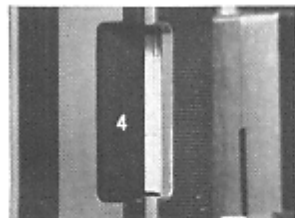


**7. & 8.** Pull the safety cover all the way out of the camera without stopping. Don't rip it.

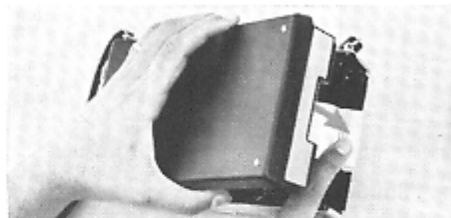


**9.** With the safety cover out, the white tab (arrow) should stick out of the small slot (No. 4). Don't pull the white tab. You're now ready for the first picture.

#### IF NO WHITE TAB APPEARS



If there's no white tab to pull, do the following in the shade or indoors, not in the bright sun.

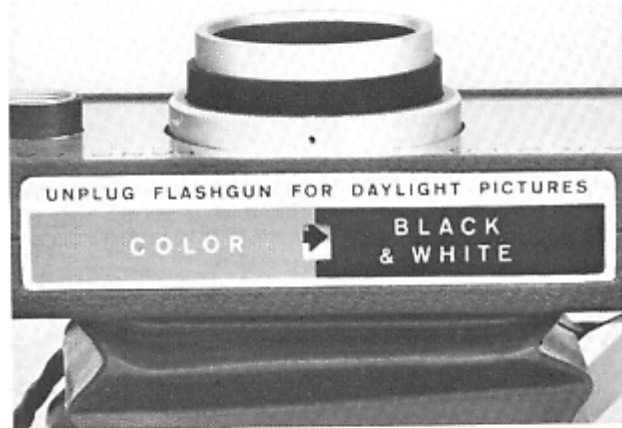


Open the back of the camera part way and, without disturbing or moving the film pack, push the white tab out into the open.

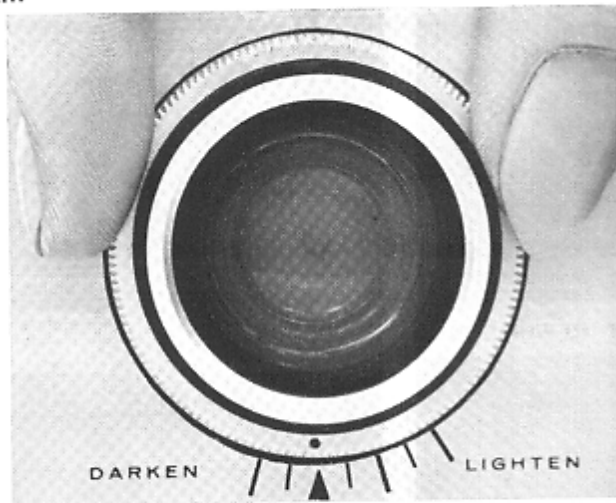


Close the back of the camera, making sure that both sides are locked securely and the white tab is outside in the No. 4 slot.

## HOW TO SET THE CAMERA FOR 3000 SPEED FILM



Move the Film Selector knob so the arrow in the Film Selector points to BLACK & WHITE.



Set the black dot on the Lighten/Darken (L/D) control next to the arrow, as shown. This is the Normal position.

**USE BRIGHT, EVEN LIGHT, COMING FROM BEHIND YOU:**

Place yourself so the light on the subject is coming over your shoulder. Don't have the subject between you and the sun. For portraits you'll get best results when a cloud blocks the direct sun, or on an overcast but bright day, or in open shade.

For distant scenes, avoid high overhead sun, shoot with the light coming from behind you and from the side.

**AVOID DIM LIGHT:**

The shutter moves slowly and your picture may be blurred. But if you are using 3000 speed film and must make a picture without flash in dim light, follow the suggestions on page 27.

**WATCH THE BACKGROUND:**

The light on the background, behind your subject, should be just about as bright as the light on the subject. Don't photograph someone in the shade if the background is out in the open and brightly lit. Strong light behind the subject will "fool" the electric eye (page 26).

**MOVE IN CLOSE:**

The bigger your subject is in the print, the more details you'll be able to see. For scenic pictures,

try to get something big and solid looking into the foreground to help fill the print and add a feeling of distance.

**TIME DEVELOPMENT CAREFULLY:**

Follow the recommendations in the film instruction sheet. These may change from time to time. With black and white film no harm is done if you overdevelop for a few extra seconds; in fact, it may improve some pictures. However, if you develop for less than the recommended time, your pictures will be of poor quality, with a gray, washed-out look.

**KEEP AN EYE ON THE TEMPERATURE:**

Cold weather can affect the quality of your pictures. Be sure to read page 21, which explains how the temperature affects your pictures and what to do about it.

**IF YOUR PICTURE IS TOO DARK OR TOO LIGHT:**

Use the L/D control as shown on page 22 to make the next one of the same subject, in the same location and lighting conditions, come out exactly as you want it to.

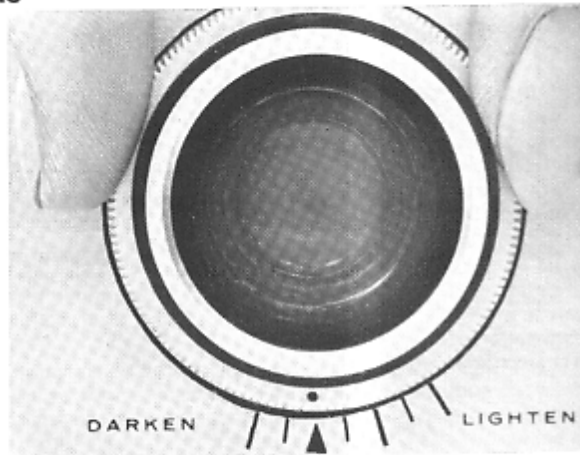
Never try to use flash with daylight pictures.



## HOW TO SET THE CAMERA FOR COLOR PICTURES



Move the Film Selector knob so the arrow in the Film Selector points to COLOR. Set the Lighten/Darken control (right) to Normal, as shown, with this exception. On some color film packs you'll find a printed instruction telling you to set the L/D control one mark toward Lighten for all pictures made with that pack. Please follow those instructions, which



may vary from pack to pack; they are important. The position of the L/D control then becomes the Normal set for all pictures made with that pack. You can still make pictures lighter or darker (p. 22) with the L/D control; there's no special instruction on the pack, set the L/D control to Normal as shown above.

**Check all color packs for special L/D control instructions.**

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## TIPS FOR GOOD DAYLIGHT COLOR PICTURES

**USE BRIGHT SUN, COMING FROM BEHIND YOU:** You'll get strongest colors if your subject is in bright sun (but you can also get pleasing results on an overcast but very bright day). Stand so the light on the subject is coming over your shoulder. Don't have the subject between you and the sun.

**AVOID DIM LIGHT:** The shutter moves slowly and your picture may be blurred.

**MOVE IN CLOSE:** The bigger your subject is in the print, the more color and detail you'll be able to see. For scenic pictures, try to get something big, solid looking, and colorful into the foreground.

**FOCUS CAREFULLY:** Focus on the main subject. It will be sharp, but objects much farther or nearer than the subject may be fuzzy.

**WATCH THE BACKGROUND:** The light on the background should be just about as bright as the light on the subject. Don't photograph someone in the shade if the background is out in the open and brightly lit. The strong light behind the subject will "fool" the electric eye (see page 26).

**HAVE PLENTY OF COLOR:** Look for subjects and backgrounds with strong, bright colors in big, solid chunks. If

## OPERATION

your subject isn't wearing colorful clothes, add color with a bright shirt, scarf, or jacket. Or, find a colorful background — anything that will fill at least one-third of the picture area with strong, solid color.

**TIME DEVELOPMENT CAREFULLY:** Follow the recommendations in the film instruction sheet. These may change from time to time. Use an accurate timepiece. If you have a Polaroid Development Timer, check it occasionally against a watch with a second hand; if it's fast or slow, allow for this when developing your pictures. A few seconds overdevelopment is not harmful, but prints that are much overdeveloped may look too bluish; those that aren't developed long enough will have a pinkish cast and the colors will be weak.

**KEEP AN EYE ON THE TEMPERATURE:** Cold weather or excessive heat can affect the quality of your pictures. Be sure to read page 21, which explains how the temperature affects your pictures and what to do about it.

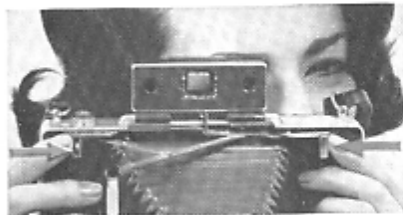
**IF YOUR PICTURE IS TOO DARK OR TOO LIGHT:** Use the L/D control as shown on page 22 to make the next one of the same subject, in the same location and lighting conditions, come out exactly as you want it to.

Never try to use flash with daylight color pictures

## HOW TO TAKE A PICTURE!



FRAME



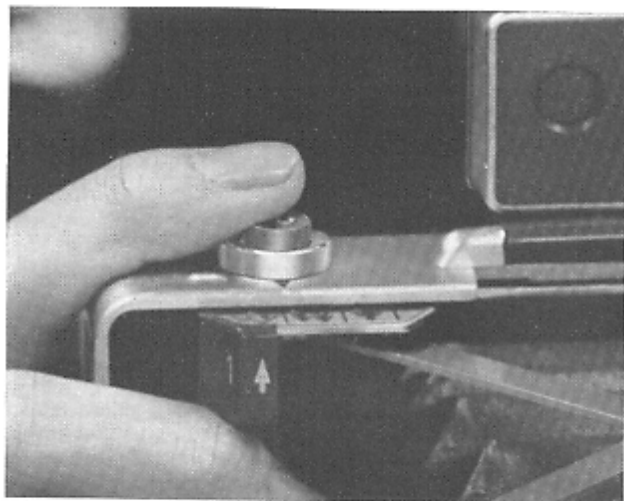
FOCUS



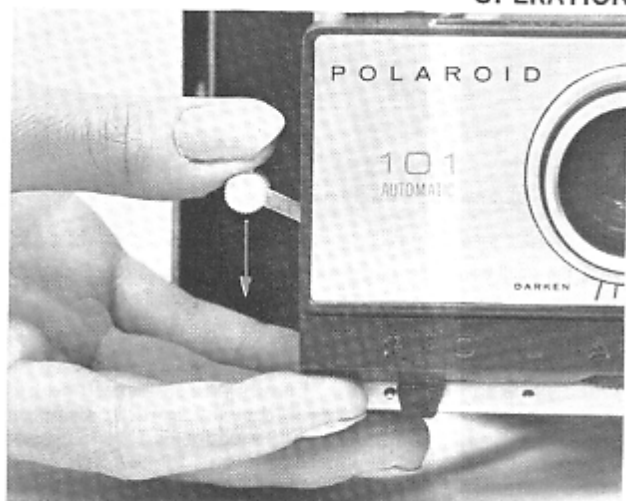
AIM

**1 FOCUS:** Look at your subject through the View window. Come close enough to fill most of the frame. Shift your eye to the Focus window. Push the No. 1 buttons

until the bright spot shows a single clear image of the most important part of your subject. Shift your eye back to the View window, center your subject in the white frame.

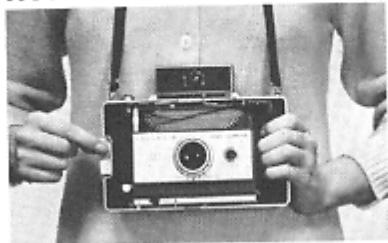


**2 SHOOT:** Firmly but smoothly press button No. 2, the shutter release, until you hear a loud click. Don't jab at No. 2 — you may shake the camera. When taking pictures in the shade or in dim daylight, hold No. 2 down and don't move until you hear a second click as the shutter closes. Then let No. 2 button come up.

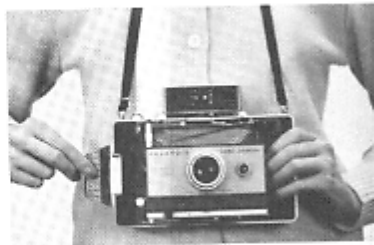
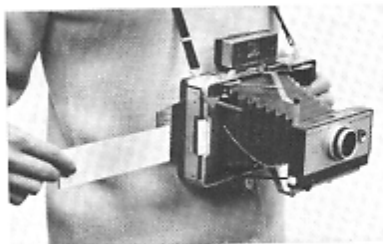


**3 RESET:** Immediately after snapping a picture, press No. 3 button down firmly until it locks and stays down. This resets the shutter so you'll be ready for the next picture. Always reset No. 3 right away; if you don't, nothing will happen next time you press No. 2 button to shoot.

## HOW TO DEVELOP THE PRINT



First, the small white tab. Pull it all the way out of the camera. Don't block the door (arrow).



Next, the large yellow tab.

**4 PULL THE TABS:** Hold the camera in your left hand, as shown. (**Don't hold it any other way!**) Grasp the small white tab between the thumb and forefinger and **pull it straight** out of the camera, all the way, without stopping. When you pull the white tab out, a concealed door (arrow) opens and a yellow tab pops out. Don't block this door in any way while pulling the tabs.

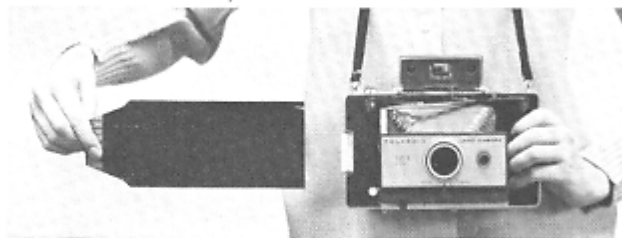
Pulling the small white tab does not start development. It only prepares the film for the next step, which is pulling the yellow tab. Grip the yellow tab in the center so it will come out straight when you pull it out of the camera. If you pull the yellow tab out at an angle, one edge of your picture may not develop properly.

**If no yellow tab pops out** when you pull the white tab, stop. Don't pull another white tab. Page 20 shows you what to do in this situation.

**Never pull a white tab when you can see a yellow tab.** If you do so accidentally, don't pull the yellow tabs that appear. If you do, you'll spread developer all over the rollers. Instead, shown on page 20, carefully open the camera back, disengage the tabs from the tab slot and rollers, remove the crumpled picture assemblies, and close the back.

**When you pull the yellow tab,** hold the camera so the lens faces straight ahead of you, not pointing down. This, by gripping the center of the tab, helps you to pull it out straight.

## PULL STRAIGHT, PULL SWIFTLY

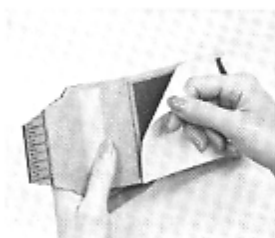


Pull it straight out of the camera, swiftly. Begin timing development.

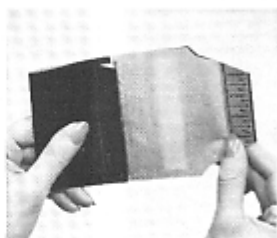
**Pull the yellow tab straight out of the camera** all the way, swiftly, without hesitating. This starts development of your picture, so begin timing as soon as you get the tab out. How fast is a swift pull? It should take about as long as it takes you to say "PULL IT" briskly, each time you pull the tab. If your picture is full of white specks, pull a bit slower.

**The picture develops outside the camera.** While it's developing, hold the tab by the yellow tip, or lay the picture assembly down flat. Don't touch or bend the white paper or lift it off. Outdoors, don't let the picture assembly flap in the breeze. Develop the picture for the full time recommended in the film instruction sheet.

## OPERATION



Lift off the white print quickly.



Fold up the negative.

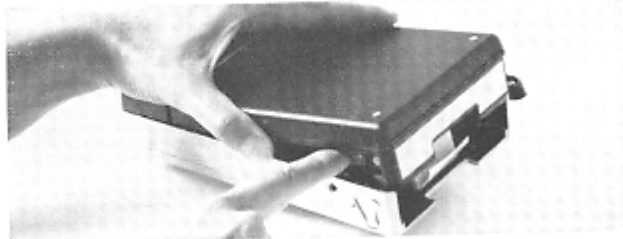
After the recommended development time, quickly strip the white print off the brown paper starting from the end nearest to the yellow tab. A color print will look nearly dry, but don't touch the face for a few minutes. It will harden to a tough, glossy finish. When it is dry, mount it on a color print mount, which is supplied with the film.

Don't touch the face of black and white prints. You must coat them to prevent fading and other damage (see page 23 for how to coat prints).

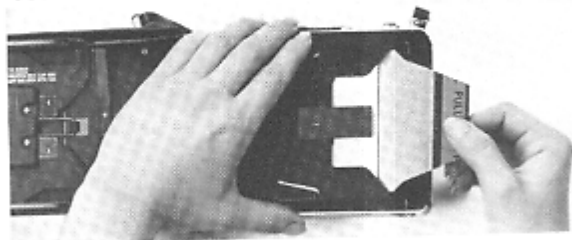
To avoid contact with chemicals left after the print is removed, fold up the negative with the moist side in. Please put it in a waste basket or film box. Don't be a litterbug!

Check the temperature! It's important. See page 21.

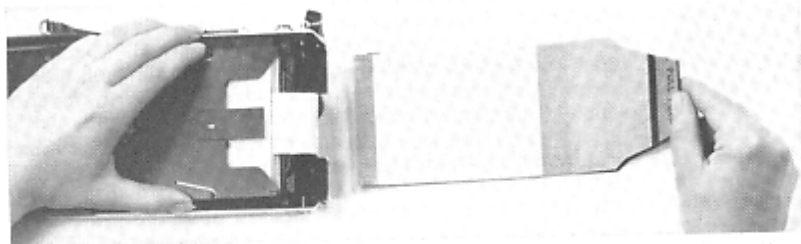
**IF NO YELLOW TAB POPS OUT WHEN YOU PULL THE WHITE TAB, STOP!**



Don't pull another white tab. Instead, gently open the camera back just enough to get one finger under it to hold down the film pack and keep it in place. Do this indoors



or in the shade. While holding the pack down lightly with fingertip (picture at left) slowly open the back all the way and take hold of the topmost yellow PULL tab, as shown.



Gently pull the entire picture assembly all the way out of the pack and discard it. Don't try to save it. While the back door is open check that the rollers are clean (p. 37).



Close the back of the camera, making sure that the white tab sticks out of the small slot next to No. 4. Check both sides of the back latch securely.

## CHECK THE TEMPERATURE! IT'S IMPORTANT

Cold and heat have a great effect on the way your picture develops and on the print quality. Even moderate cold can ruin your pictures unless you take precautions.

The important factor is the temperature of the camera and film at the time you're developing the picture.

A loaded camera carried outdoors in cold weather for half an hour gets thoroughly chilled. If you then enter a warm house and a few minutes later shoot a flash color picture the results are likely to be bad. It takes a long time for a cold camera and film to warm up.

However, if camera and film are indoors and warm, you can step outside to snap the children in the snow, pop back in again in a minute and develop the picture normally.

In cool weather, development times may have to be adjusted according to the temperature. The instruction sheet with each film pack contains detailed information about development times and temperatures. Be sure to read these recommendations; they may change from time to time.

In very hot weather there is a greater tendency for chemicals to be squeezed out of the edges of the picture assembly as you pull the yellow tab to begin development. If these chemicals collect on the steel rollers they can cause defects in your prints. So, when it's hot, be extra careful to keep the rollers clean (page 37).

## OPERATION

### HOW TEMPERATURE AFFECTS COLOR FILM

The normal developing times for color film are set for temperatures of 70°F and warmer. When it's a bit cooler the action of the developer chemicals slows down and you must develop for a longer time. See the film instruction sheet for more details.

When the temperature gets to 65°F and below, the chemical action is so sluggish that the picture won't develop well without help. That help is the Cold-Clip (page 24). Prints developed in cold weather without using the Cold-Clip will be dark, with muddy colors.

Whenever it's cool enough so that you must wear warm clothes, use the Cold-Clip for all color pictures.

You'll get your best colors in pictures made in pleasantly warm weather.

But when you're sweltering and can think only of a cool drink and a swim, it may be too hot for best results with color film; your prints may show weak colors. For more details, see the film instruction sheet.

### HOW TEMPERATURE AFFECTS BLACK AND WHITE FILM

The film's normal range of developing times gives good results in temperatures of 60°F and above.

When the temperature of film and camera is below 60°F, develop for a longer-than-normal time. For details see the film instruction sheet.

Never use the Cold-Clip with black and white film.



## HOW TO MAKE PRINTS LIGHTER OR DARKER



This is well exposed...leave the L/D control here.



If it's too light... set the L/D control here.



If it's too dark... set the L/D control here.



Most pictures made with the light coming from behind you or from the side will be well exposed with the L/D control at Normal position (left, above), but sometimes you may prefer a lighter or darker print. To lighten or darken the next print of the same subject, in the same lighting conditions, adjust the L/D control as shown. To make a small change, turn only

to the first small mark. Use the L/D control in the same way to lighten or darken flash pictures, too. On some color film packs you may find a printed instruction advising you to set the L/D control one mark toward Lighten for all pictures made with that film pack. Please follow those suggestions.

## BLACK AND WHITE PRINTS MUST BE COATED

OPERATION

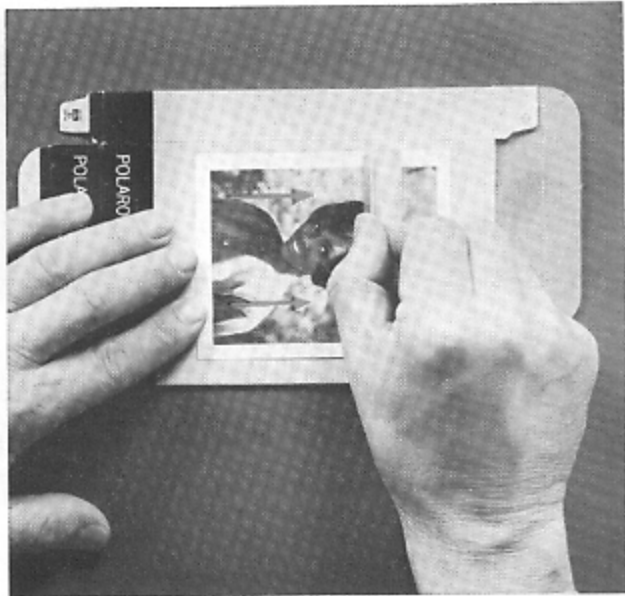
Black and white prints should be coated as soon as it is convenient to do so — within two hours, if possible. Coating protects the face of the print from scratches, fingerprints, and fading.

In each black and white film box there's a tube containing a coater. This is a wad of absorbent material soaked with a clear liquid; it's in a plastic handle.

Lay the print, face up, on a clean smooth surface, such as a piece of paper on a table, and hold it down by one edge. An empty film box will do; open the ends of the box and press it flat.

Remove the coater from the tube. Spread the liquid straight away from you over the ENTIRE print, including the borders. Use 6 to 8 straight overlapping strokes and moderate pressure. Don't scratch the print with the edge of the coater. To get more liquid out of a partly used coater, press it down on the near end of the print; then spread the squeezed-out liquid across the face of the print.

The coating dries quickly and forms a tough protective layer over the image. For more details about coating see the film instruction sheet. Keep freshly coated prints away from each other, or they will stick together.



**NEVER TRY TO COAT COLOR PRINTS!**

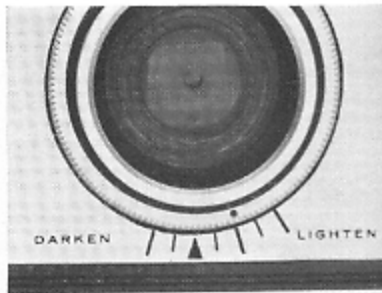
## HOW TO USE THE COLD-CLIP WITH COLOR FILM



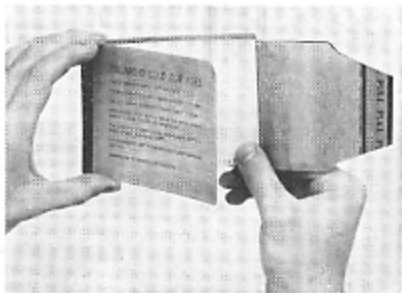
The Cold-Clip, which can be stored in your camera cover when not in use, makes it possible to get good color pictures in low temperatures (65°F. or below). If you are unsure of the temperature, use the Cold-Clip anyway. It may make a noticeable improvement in the color of your pictures and it can do no harm even if the temperature is somewhat above 65°F.



To use it, take it out of the camera cover and put it in a warm inside pocket for five minutes before you start taking pictures so that the Cold-Clip will be warmed by body heat.



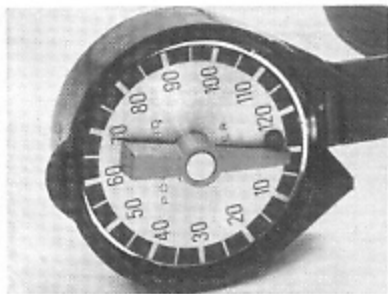
If the temperature of the camera and film is 65°F. or below when you develop the picture, using the Cold-Clip, you should expose your color pictures with the L/D control set two marks toward Lighten, as shown here. If the Normal position of the L/D control for that film pack already is one or two marks toward Lighten, set the L/D control two additional marks toward Lighten for the conditions described above.



As soon as you have pulled the yellow tab to remove the picture packet from the camera and start development, place the packet inside the Cold-Clip with the tab hanging out. This must be done within 10 seconds.



Put the Cold-Clip back in a warm spot: an inside pocket next to body heat when the temperature is 65°F. to 40°F. To get effective warming at near freezing temperatures (40°F. or below) hold the Cold-Clip between body and arm, both to preheat the Clip and to develop the pictures.



Develop the picture for 60 seconds inside the Cold-Clip, then remove the packet and separate the picture.

**Never use the Cold-Clip for black and white pictures. Instead, follow the cold weather directions on the instruction sheet packed with each box of film.**

## TROUBLESOME LIGHTING SITUATIONS TO AVOID



Against the sun



Subject in shade, bright sun behind.



Face turned out of bright sun.

When you aim your camera at a subject, the electric eye measures the brightness of the entire scene and sets the exposure for what it "sees" there. As long as the light on the main subject is just about as bright as the light on the rest of the scene, the picture will be well exposed.

However, if most of the light comes from behind your subject, or if the light on the background is much brighter than the light on the subject, the electric eye will be "fooled" and your picture will come out too dark. That's what happened in

the three picture situations shown above. The subject's face is in the shade, but the background is brightly lit. Result: exposure trouble.

Try to avoid these troublesome lighting conditions. If you have to shoot a shaded subject against a bright background or a strong light, turn the L/D control all the way to Light.

The best way to beat this problem is to arrange your subjects so the light on them comes from behind you or from the side. Then set the L/D control to Normal position.



Use a tripod. For verticals, the tripod head must be able to tip sideways.



Brace it against a wall or door.



Set the camera on a solid surface, press the back of it down firmly to prevent movement.



Rest your elbows on something.

In dim light hold No. 2 button down and stay very still until you hear the second click as the shutter closes. Then you can move and let No. 2 up.

With 3000 speed black and white film you can shoot pictures without flash in the shade or on a dark, cloudy day. Provided that the light on the subject is even and there are no deep shadows or bright light sources in the scene, the electric eye can make a long but correct exposure — it may

be 1/10 sec. or as much as several seconds. Whatever it is, the camera must be rock steady or pictures will be blurred. Here are shown some ways of steadying the camera.

For best results with color film you should always have your subjects in bright daylight.

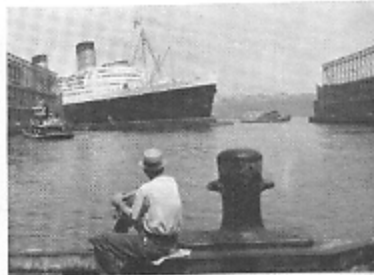
## FAST FOCUSING FOR PICTURES MADE WITH 3000 SPEED FILM



Portraits, up close,  $3\frac{1}{2}$  to 5 ft. . . .  
set the scale here ▼



Groups, other subjects 5 to 10 ft. away . . .  
use this setting ▼



Scenics, everything beyond 10 ft. . . .  
set the scale like this ▼



If there's 3000 speed black and white film in the camera and you're shooting outdoors in daylight or indoors with flash, it's not always necessary to look through the Focus window in order to get sharp pictures. Just push the No. 1 buttons to preset the Fast Focus Scale (as shown) for the kind of subject you are snapping. Then aim through the

View window and shoot. It's handy for pictures of children, pets, etc. in action nearby, or if you want to get both near and distant subjects in focus in the same picture (top, right).

Use the Fast Focus Scale only with 3000 speed black and white film outdoors on a bright day or for direct flash indoors. Don't use it with color film at any time; you'll get fuzzy pictures.

## HOW TO ATTACH AND USE THE FLASHGUN

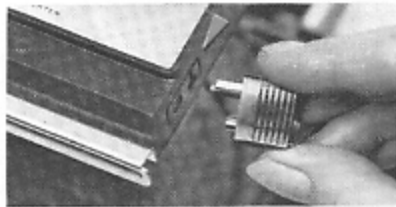
## OPERATION



1. A removable sticker shows where the flashgun goes. Hold the gun as shown and move it toward the camera so the front hook catches the bright trim.



2. Press the back of the gun down and move the lever as shown. When the gun is flat, release the lever. A rear hook on the gun will catch.



3. Push the plug into the outlet (arrow). **Remove the plug before making any pictures without flash.** If you don't, your pictures will be too dark.

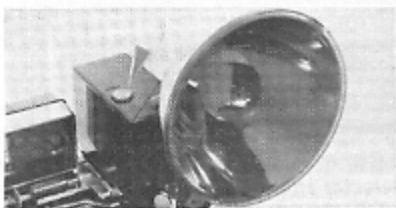


4. This is how the gun looks in place. To remove it: pull out the plug, push the locking lever to disconnect the rear hook, lift the gun from the rear.



5. To put in a flashbulb, open the blue shield, push the bulb into the socket until it catches. Close the blue shield before shooting your picture.

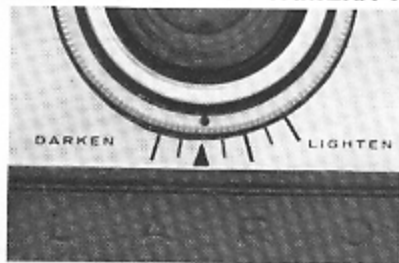
Use only M-3 (clear, not blue) flashbulbs.



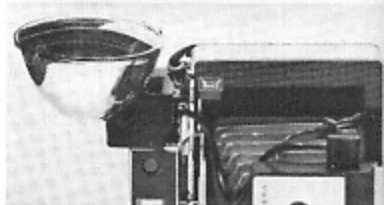
6. To remove a used bulb, push the red button. Put used bulbs in a waste basket, away from children, animals, and everybody's feet.



## HOW TO SET THE CAMERA FOR FLASH WITH 3000 SPEED FILM



For bounce flash.



**Use only M-3 (clear, not blue) flashbulbs.** Set the Film Selector and L/D control as shown. Close the blue shield.

For almost all pictures, aim the flashgun straight ahead (center). Stand 4 to 15 ft. from your subject.

Occasionally, you may want to experiment with bounce flash, which gives a soft light and is easy on the eyes. Swivel

the flashgun so it points at the ceiling (above) which must be white and 7 to 9 ft. high. Stand  $3\frac{1}{2}$  to 5 ft. from your subject. Don't aim at a strong light (lamp or window) or a brightly lit wall when shooting bounce flash.

Don't shoot flash pictures in explosive atmospheres. Don't try to use electronic flash with this camera.

### For Direct Flash

**WATCH YOUR DISTANCE:** You'll get best results and good sized details at about 5 ft. Up close, the flash may be uncomfortable for people looking right at the camera. Let them look elsewhere. This also reduces "hot spots" on foreheads and noses. For very close portraits try bounce flash.

**ALWAYS HAVE A BACKGROUND:** Don't shoot flash pictures where there's no background or it's far away.

**FOR MOST MEDIUM TONED OR BRIGHTLY COLORED BACKGROUNDS:** Place your subject about an arm's length in front of the background, set the L/D control to Normal.

**IF THE BACKGROUND IS PLAIN WHITE:** To get a fairly white wall in the print, place your subject as close to it as possible, turn the L/D control one or two marks toward Lighten.

Or, place your subject about as far from the background as the camera is from the subject and set the L/D control to Normal. Example: If you're shooting from 5 ft. the white wall ought to be about 5 ft. behind your subject.

**IF THE BACKGROUND IS DARK WOODWORK OR DRAPES:** Avoid these. If you must use them, place your subject next to the background, set the L/D control to Normal.

### For Bounce Flash

**THERE MUST BE A WHITE CEILING:** It should be no more

than 9 ft. high and unobstructed by beams, etc.

**ALWAYS HAVE A NEARBY BACKGROUND:** Bounce flash is effective only in medium-sized and small rooms.

**MOVE IN CLOSE:** Come as close as you can focus. Bounce flash is ineffective beyond about 5 ft. Both you and your subject should be standing for best results.

**NO WINDOWS OR LAMPS IN THE SCENE:** The light from a window or lighted lamp will "fool" the electric eye and the camera will make an accidental time exposure.

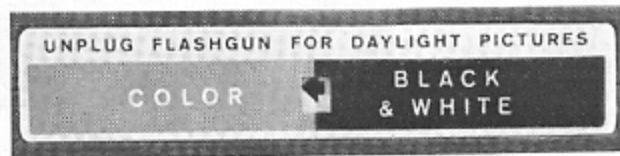
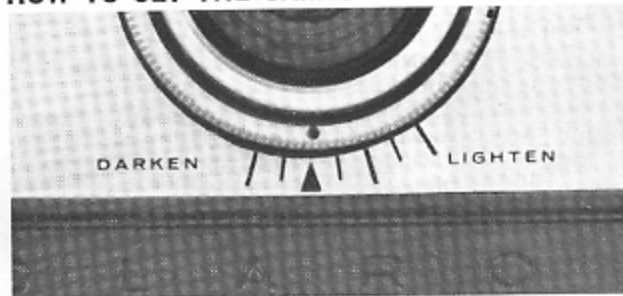
### For All Pictures

**TIME DEVELOPMENT CAREFULLY:** Follow the recommendations in the film instruction sheet. With black and white film no harm is done if you overdevelop for a few extra seconds. However, if you develop for less than the recommended time your prints will have a gray, washed-out look.

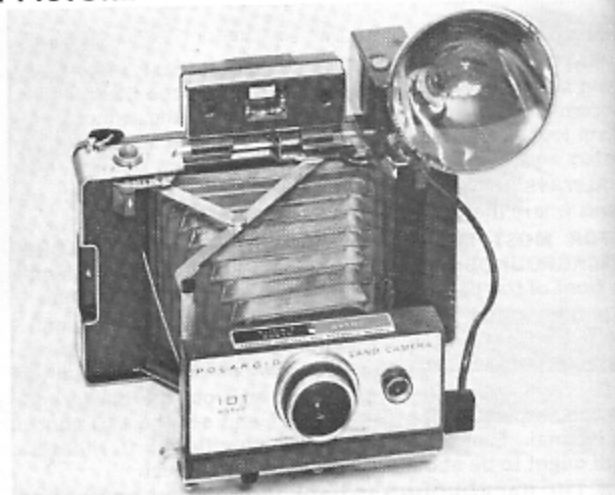
**KEEP AN EYE ON THE TEMPERATURE:** Cold weather can affect the quality of your pictures. Be sure to read page 21, which explains how the temperature affects your pictures and what to do about it.

**IF YOUR PICTURE IS TOO DARK OR TOO LIGHT:** First check the background (see suggestions above) to determine if it's causing the problem. If not, adjust the L/D control as shown on page 22 to make the next picture of the same subject in the same location come out exactly as you want it to.

## HOW TO SET THE CAMERA FOR A FLASH COLOR PICTURE



**Use only M-3 (clear, not blue) flashbulbs.** Set the Film Selector as shown. Aim the flashgun straight ahead. Close the blue shield. Stand 3½ to 10 ft. from your subject. If



you're more than 10 ft. away, the picture may be too dark. Don't shoot flash pictures in explosive atmospheres. This camera is not designed for use with electronic flash units.

Set the L/D control as shown, unless instructions printed on the film pack show a different setting.

## TIPS FOR GOOD FLASH COLOR PICTURES

**HAVE PLENTY OF COLOR:** Bright colors in big, solid chunks are important for flash shots. If people are wearing colorless clothes, add color with a bright shirt, sweater, etc. Or brighten the background with cushions or drapes.

**COME CLOSE, BUT SPARE THE EYES:** You'll get best flash results at 4 to 5 ft. Beyond that distance you'll be less able to see details and colors in the print. However, up close the flash may be uncomfortable for people looking right at the camera. Let them look elsewhere. This also reduces "hot spot" reflections from foreheads and noses.

**ALWAYS HAVE A BACKGROUND:** Don't shoot flash pictures where there's no background or it's far away.

**IF THE BACKGROUND HAS BRIGHT, STRONG COLORS:** Orange, light red, deep yellow, medium blue, etc. are the best backgrounds. Place your subject about an arm's length in front of the background, set the L/D control to Normal.

**IF THE BACKGROUND IS PLAIN WHITE:** To get a fairly white wall in the print, place your subject as close to it as possible, turn the L/D control two marks toward Lighten. Or, place your subject about as far from the background as the camera is from the subject, and set the L/D control to Normal. Example: If you're shooting from 4 ft. the white wall ought to be about 4 ft. behind your subject (who should

Never try to use flash in daylight; your pictures will be too dark.

## OPERATION

be well exposed, although the wall will be rather dark).

**IF THE BACKGROUND IS DARK WOODWORK OR DRAPES:** Avoid these. If you must use them, place your subject next to the background, set the L/D control to Normal.

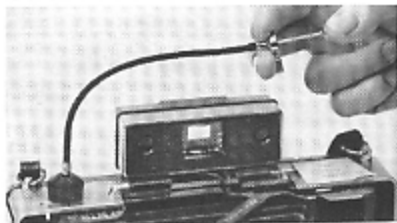
**PLACE GROUPS CAREFULLY:** Try to get everyone in a group approximately the same distance from the camera.

**TIME DEVELOPMENT ACCURATELY:** Follow the recommendations in the film instruction sheet. These may change from time to time. Use an accurate timepiece. If you have a Polaroid Development Timer, check it occasionally against a watch with a second hand; if it's fast or slow allow for this when developing your picture. Prints that aren't developed long enough will have a pinkish cast and weak colors. Over-developed prints may have an over-all bluish tint.

**KEEP AN EYE ON THE TEMPERATURE:** Cold weather or excessive heat can affect the quality of your pictures. Be sure to read page 21, which explains how the temperature affects your pictures and what to do about it.

**IF YOUR PICTURE IS TOO DARK OR TOO LIGHT:** First check the background (see suggestions above) to determine if it's causing the problem. If not, adjust the L/D control as shown on page 22 to make the next picture of the same subject in the same location come out exactly as you want it to.

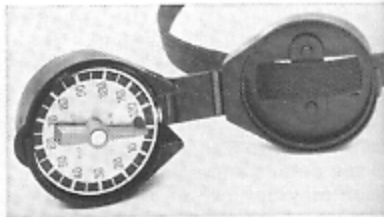
## SOME HELPFUL ACCESSORIES



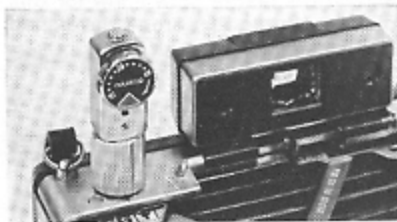
Cable Release #191, with plastic adapter, fits over No. 2 button. Great for dim light exposures.



Fitted Cases #322 and #324 hold camera, spare film packs, flashgun, bulbs, other accessories.



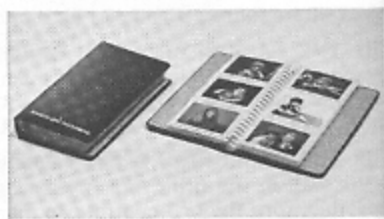
Development Timer #128 fits on camera strap, times development of your pictures.



Self-timer #192 also fits over No. 2 button, lets you get into your own pictures.



UV Filter #585 reduces excessive blue in shadows in outdoor color pictures.

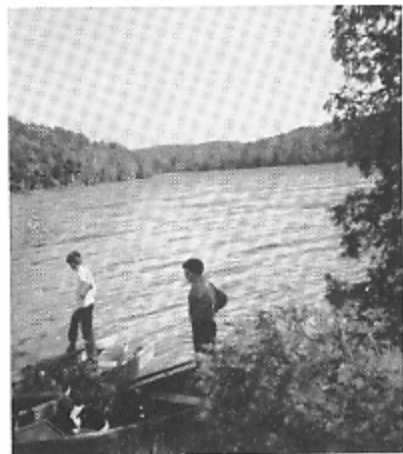


Picture Album #519 holds 72 black and white or mounted color prints in jackets.

These simple accessories can add much to your picture-taking pleasure. On the following pages you'll see other

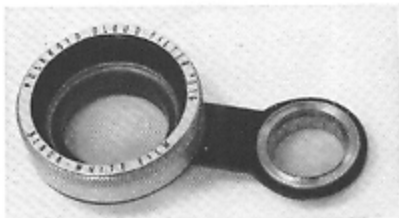
helpful accessories with examples of how they can extend your picture-taking range and give better results.

## A FILTER CAN PEP UP BLACK AND WHITE SCENICS



Without the filter, a blank sky.

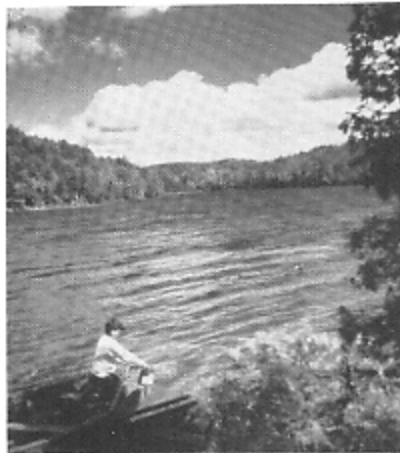
Black and white scenic pictures are often disappointing because bright blue skies and fleecy white clouds come out as a dull whitish nothing in the print. The Polaroid Cloud Filter #516 darkens clear blue skies, makes white clouds stand out beautifully. The darkened skies also make fine contrasting backgrounds for light colored subjects on the ground, such



Press the filter on over the lens mount (collapsing the lens hood) and the electric eye.



## MISCELLANEOUS

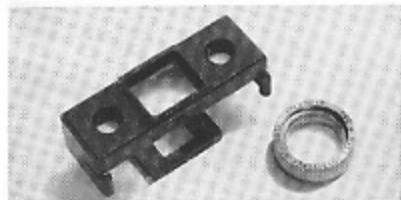


With the filter, dramatic sky effects.

as a blonde head, white building, etc. The #516 filter has no effect on gray skies, in the fog or rain, or at night. Don't use it with color film at any time.

With the filter in place, set the L/D control to Normal position. If your print comes out too light or too dark, adjust the L/D control as shown on page 22.

## DEVICES FOR CLOSE-UPS AND PORTRAITS



Close-up Lens #583 with its view/focus adapter.

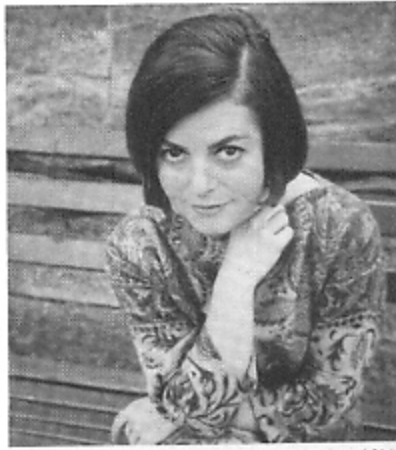


The lens goes over the camera lens; the adapter fits over the viewfinder.

The normal closest picture-taking distance with your camera is about 3 ft. With the Polaroid Portrait Lens #581 you can get within 19 in. for pictures including an area of  $12\frac{1}{2}'' \times 16\frac{1}{2}''$ . It gives excellent results with 3000 speed black and white film, but with color you must focus accurately



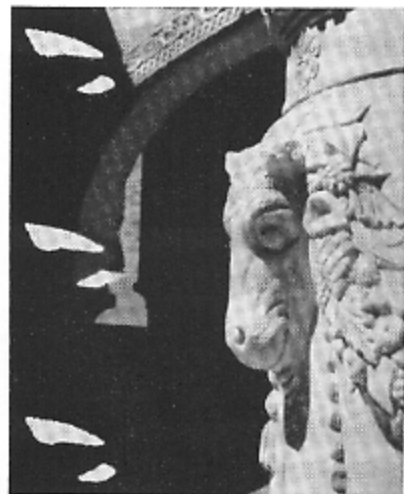
Close-up Lens #583 covers areas from  $6'' \times 8''$  to  $8\frac{1}{2}'' \times 11''$  for pictures like this.



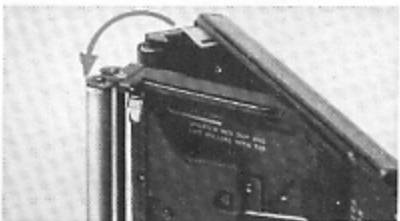
Portrait Lens #581 covers areas from  $12\frac{1}{2}'' \times 16\frac{1}{2}''$  to  $25'' \times 32\frac{1}{2}''$  for pictures like this.

to get sharp pictures. With the Polaroid Close-up Lens #583 you can come within 9 in. to photograph flowers, book pages etc., up to  $6'' \times 8''$  in size. The Close-up Lens #583 is not recommended for use with color film. However, with 3000 speed black and white film it produces fine pictures

## YOU MUST TAKE CARE OF YOUR CAMERA

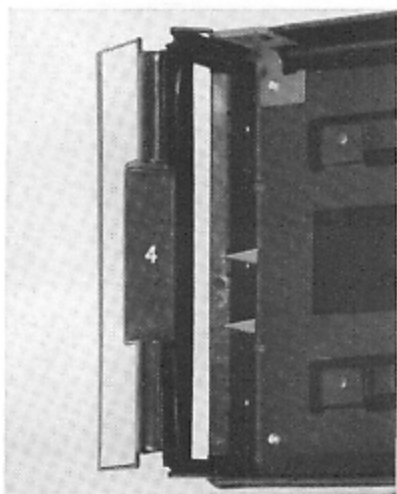


**KEEP THE ROLLERS CLEAN:** Dirt on rollers can cause repeated spots on the print and poor colors. It can even prevent the yellow tab from popping out. Bits of developer can collect on the rollers, particularly at the ends, and in the back of the camera. Inspect the rollers before loading. Lift up the red latch (center, top). Swing out the rollers; turn and



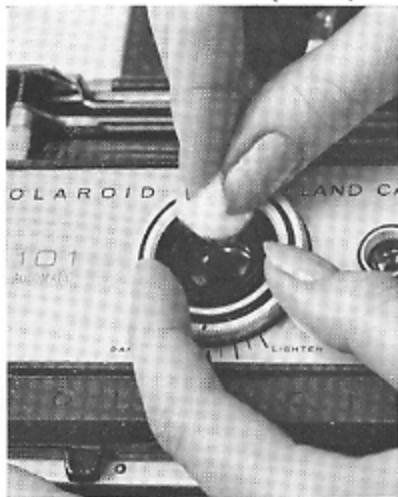
inspect them, especially at the ends. Scrape loose any dried chemicals with a matchstick or thin, stiff cardboard (never anything metallic). Wipe the rollers clean with a damp cloth, dry them. Open the tab slot door; clean out any dirt around the tab slot (arrows, right). Blow out lint or dust in the back of the camera. Push the roller assembly back into place.

## MISCELLANEOUS



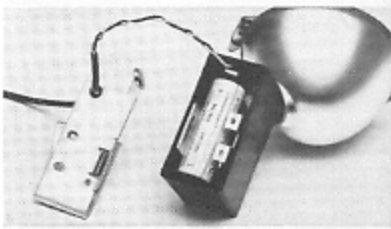
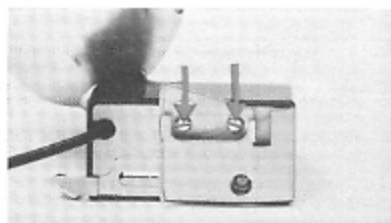


## CARE OF CAMERA (Cont.)



**CLEAN THE LENS GENTLY:** Never use silicone coated eye-glass tissue on it. Blow dust off or brush it off lightly. Breathe gently on the lens to moisten it, wipe lightly with clean, dry, absorbent cotton. Also clean the lens over the electric eye.

**THERE ARE TWO BATTERIES:** They should be replaced every year (see your Polaroid Land camera dealer). The



battery in the camera back powers the electric eye and shutter controls. If it's weak you'll get all-black prints. To get at it, open the compartment door with a fingernail. The other battery is in the flashgun. To replace it, remove the screw (arrows) and bottom plate. Install new batteries of the same or equivalent type in the same position as the old ones.

## PICTURE TROUBLES, THEIR CAUSE AND CURE



### TOO DARK: DAYLIGHT PICTURES

Probably the L/D control was set incorrectly. For most pictures, set it to Normal position. If that's where it was to begin with, turn it toward Lighten.

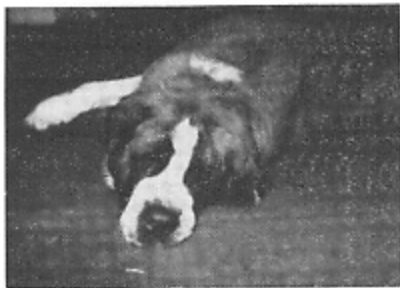


### TOO LIGHT: DAYLIGHT PICTURES

Overexposed, probably because the L/D control was set incorrectly. For most pictures, set it to Normal position. If that's where it was to begin with, turn it toward Darken.

Daylight pictures will be badly exposed if the flashgun is plugged in. Check that the flashgun is not plugged in when making daylight pictures.

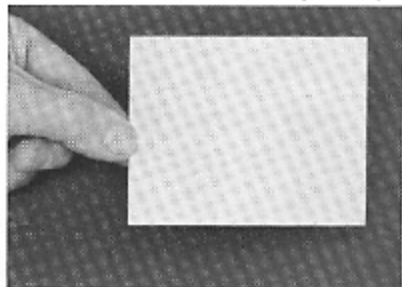
## MISCELLANEOUS



### MANY WHITE SPECKS

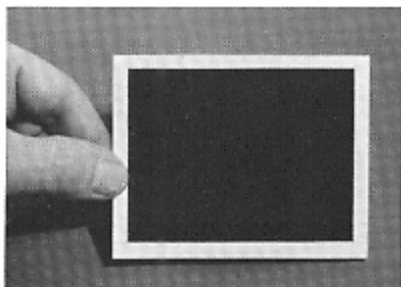
They are a sign that you pulled the yellow tab too swiftly; slow down a bit.

## PICTURE TROUBLES (Cont.)



### WHITE, FAINT IMAGE OR NONE

Film was greatly overexposed or light-struck. If it happens with 3000 speed black and white film you probably had the Film Selector set to COLOR. Both color and black and white films will be light-struck if you pull the safety cover before putting the film pack in the camera, or if you remove a film pack from the camera after pulling the safety cover out of the pack.



### BLACK, FAINT IMAGE OR NONE

If no details at all are visible, the shutter didn't open. Perhaps you didn't reset No. 3 button. Or, the camera battery is dead. Or, the shutter has been damaged.

If a color print shows a few faint details, the Film Selector probably was set to BLACK & WHITE. If so, reset the Film Selector to COLOR.



### U-SHAPED WHITE AREA, ANY SIZE

Several possible causes: One or more white tabs were folded under when you loaded the film pack (correct this as shown on page 11, bottom). Or, you pulled the yellow tab too slowly (page 19). Or, there may be dirt on the ends of the rollers; keep them clean (page 37). Or, in some way you squeezed the tab slot end of the camera back while pulling the yellow tab (see page 19 for the correct way to hold the camera).



### REPEATED WHITE SPOTS

Marks like these show that the steel rollers are dirty. Inspect and clean them frequently (page 37).



### MUDDY LOOKING PRINT

It wasn't developed long enough. Develop both black and white and color prints for the full time recommended in the film instruction sheet. See page 24 for details of how to use the Cold-Clip with color prints. If you don't develop long enough, color prints will be brownish pink over-all; black and whites will be muddy gray.



### SUBJECT FUZZY, REST SHARP

If the subject didn't move but is unsharp you didn't focus carefully. Check page 7 to be sure that you are focusing in the proper manner.

## PICTURE TROUBLES (Cont.)



### OBLONG IN PRINT

The oblong is pink or red in a color picture. You didn't pull the white tab all the way out of the camera. As a result, when you pulled the yellow tab, the white tab was dragged back into the camera and spoiled the picture.

Always pull the white tab all the way out of the camera.



### UNDEVELOPED EDGES OR CORNERS

Such picture flaws are usually caused by pulling the white or yellow tab out at an angle. In this example the tab was pulled down, instead of straight. When this happens the developer is not spread evenly over the picture and edges and corners may not develop. Pull both tabs out straight and swiftly, all the way.

Dried developer chemicals at the ends of the steel rollers also may cause this. Keep the rollers clean.



### ORANGE-RED MARKS ALONG EDGE

Reddish-orange marks like these along the edge and/or in the corners of the print generally indicate that the yellow tab was pulled out of the camera at an angle. Pull the yellow tab out straight, all the way.

## PROTECT FILM AND CAMERA FROM HEAT

Extreme heat and high humidity can damage your films, especially after the film pack has been placed in the camera. Don't leave a loaded camera or packages of film lying in direct sun. Remember that the glove or luggage compartment of a car can get as hot as an oven. If you store film or a loaded camera in a closet, keep it near the bottom where the air is cooler. Don't remove a film pack from its sealed foil inner wrapping until you are ready to use it.

## WHERE TO WRITE FOR INFORMATION

If you have any questions about the operation and performance of the camera, films, and accessories, write to CUSTOMER SERVICE, POLAROID CORPORATION, CAMBRIDGE, MASS. 02139. If you have any picture difficulties which are not explained in this booklet, send samples to Customer Service with details about how you made the picture. Please include a clearly printed or typewritten return address.

## WARRANTY

If, through any human or machine error at time of manufacture, any part or workmanship in this camera proves defective, we will repair it at no charge providing the camera is shipped by prepaid transportation to one of the authorized

repair stations listed on the next page. This guarantee covers the camera for one year from date of original purchase.

The guarantee does not cover (and charges will be made for) batteries or repairs required to correct damage from battery leakage, accident, dropping, mishandling, wear and tear, or rough or heavy use. Only authorized repair stations have the properly-trained staff, and the approved tools, testing equipment and parts to repair these cameras. No reimbursement can be made for repair charges made by non-authorized repair stations. Tampering with the camera, or having it repaired by a non-authorized repair shop, voids the guarantee and charges will be made for any subsequent work that may be required.

No liability is assumed for film or flashbulbs which may be spoiled by a camera failure. Any operating difficulty should be reported at once to prevent needless film waste.

If it becomes necessary to return your camera for repair, your dealer can do so for you, or you may ship it direct to the station located nearest to you. Pack the camera carefully in its original protective box for safe travel, and mail it by prepaid INSURED parcel post. Enclose a note describing the reason for the return and/or pictures illustrating the problem.

If the problem concerns flash pictures, be sure to return the flashgun with the camera and in the same package.

# LIST OF REPAIR STATIONS

## CALIFORNIA

Polaroid Corp.  
333 W. Mission Drive  
San Gabriel 91776

Cudabac Camera Repairs  
182 Second Street  
San Francisco 94105

## COLORADO

Rocky Mountain Camera  
Repair  
100 E. 20th Ave.  
Denver 80205

## DISTRICT OF COLUMBIA

SPTS, Inc.  
930 F St., N. W.  
Washington 20004

## FLORIDA

SPTS, Inc.  
24 Second St., S.  
St. Petersburg 33701 or,  
Suite 417,  
10 N. E. 3rd Ave.  
Miami 33132

## GEORGIA

Polaroid Corp.  
1325 Logan Circle, N. W.  
Atlanta 30318

## HAWAII

Photocine Servicenter, Inc.  
1354 Kapiolani Blvd.  
Honolulu 96814

## ILLINOIS

Polaroid Corp.  
2041 N. Janice Ave.  
Melrose Park 60160

International Camera Corp.  
844 West Adams St.  
Chicago 60607

## IOWA

Polaroid Corp.  
2801 Bell Ave.  
Des Moines 50321

## KENTUCKY

Camera Service, Inc.  
445 South Fifth St.  
Louisville 40202

## LOUISIANA

Murphy's Camera &  
Projector Repairs  
2320-22 Tulane Ave.  
New Orleans 70119

## MASSACHUSETTS

Polaroid Corp.  
640 Memorial Drive  
Cambridge 02139

## MICHIGAN

Midwest Camera Repair  
318 Oak St.  
Wyandotte 48192

## MINNESOTA

Northwest Camera Repair  
415 First Ave. N.  
Minneapolis 55401

## MISSOURI

Newton J. Draper  
Photographic Equipment  
Services, Inc.  
2915 S. Brentwood Blvd.  
St. Louis (Brentwood)  
63144

## NEW JERSEY

Mack Camera Service  
1025 Commerce Ave.  
Union 07083

## NEW YORK

Photo Tech Repair  
Service, Inc.  
78 East 13th St.  
New York 10003

## OHIO

Polaroid Corp.  
4640 Manufacturing Rd.  
Cleveland 44135

Mack Camera Service  
15504 Industrial Pkwy.  
Cleveland 44135

## PENNSYLVANIA

Mack Camera Service  
1211 Arch St.  
Philadelphia 19107

## TEXAS

Polaroid Corp.  
8919 Diplomacy Row  
Dallas 75247

## WASHINGTON

Photo-Tronics, Inc.  
223 Westlake Avenue, N.  
Seattle 98109

## AUSTRALIA

Polaroid Australia Pty. Ltd.  
11 Smail Street  
Ultimo, N.S.W.

## BELGIUM

Polaroid (Belgium) S.A.  
12-16 Rue de la Victoire  
Brussels 6

## CANADA

Polaroid Corp.  
of Canada, Ltd.  
350 Carlingview Drive  
Rexdale, Ontario

## ENGLAND

Polaroid (U.K.) Ltd.  
Rosanne House  
Welwyn Garden City  
Hertfordshire

## FRANCE

Polaroid (France) S.A.  
118 Rue des Champarons  
Colombes (Seine) Paris

## GERMANY

Polaroid GMBH  
Koenigsbacher Strasse  
15-21  
Frankfurt/Main

## ITALY

Polaroid (Italia) S.p.A.  
Via dei Cignoli 9  
Milan

## JAPAN

Nippon Polaroid Kabushiki  
Kaisha  
No. 22-8, 2-chome  
Shiba, Minato-ku  
Tokyo

## THE NETHERLANDS

Polaroid (Nederland) N.V.  
Haspelsstraat 2  
Amsterdam — Slotermeer

## SWITZERLAND

Polaroid A. G.  
Hardturmstrasse 175  
Zurich 5

# 1 FOCUS

Look through Focus window. Aim bright spot at subject. Push No. 1 buttons back and forth until two images in bright spot become one.

# 4 PULL TABS

Pull small white tab straight out of camera, all the way; large yellow tab will pop out. Pull yellow tab straight out of camera, all the way, moderately fast, smoothly, without hesitation. THIS STARTS DEVELOPMENT. Develop for full time recommended in film instruction sheet. Separate white print from brown paper. Don't touch face of print until thoroughly dry.

# 2

**SHOOT** Gently press No. 2 button until shutter clicks. In dim light hold No. 2 down, hold steady until second click as shutter closes.

# 3

**RESET** Press No. 3 button down until it locks and stays down.

