



how to make
good pictures
with your

Polaroid[®]

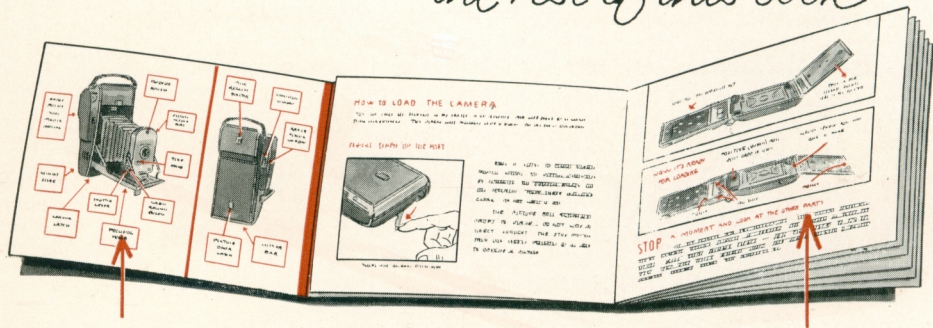
LAND CAMERA

*Model 150
and The 800*

THE OTHER SIDE OF THIS FOLD IDENTIFIES THE PARTS OF YOUR CAMERA YOU SHOULD BECOME COMPLETELY FAMILIAR WITH.

FOLD THIS FLAP OUT AND LEAVE IT THAT WAY FOR EASY REFERENCE

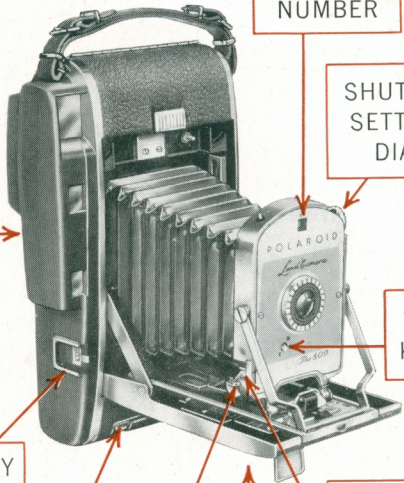
as you read through the rest of this book



This reference page will be in Full View . . .

regardless of the page you are reading in the book

RANGE-FINDER
VIEW-FINDER
HOUSING



EXPOSURE
NUMBER

SHUTTER
SETTING
DIAL

TIME
KNOB

ACCESSORY
SLIDE

SHUTTER
LEVER

CABLE
RELEASE
SOCKET

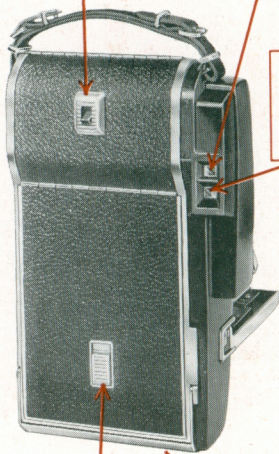
LOADING
LATCH

FOCUSING
KNOB

FILM
RELEASE
SWITCH

VIEWFINDER
WINDOW

RANGE-FINDER
WINDOW



PICTURE
DOOR
LATCH

CUTTER
BAR

RESULTS LIKE THIS

Guaranteed

... because you can see what you're doing as you go along — and because every Polaroid Land Picture Roll carries a full replacement guarantee assuring you of perfect performance or a new roll free!



Please

DO YOURSELF A BIG FAVOR and spend a few minutes reading this booklet before you take your first picture.



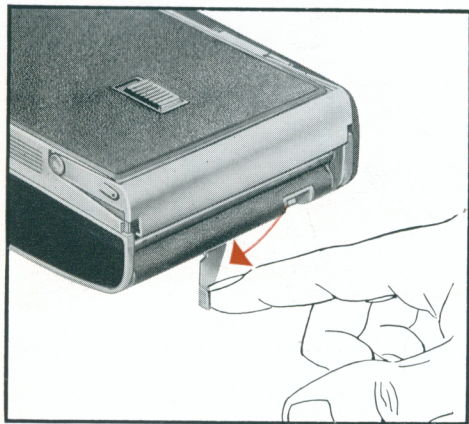
There are almost two million Polaroid Land Camera owners who will tell you that their cameras produce wonderful pictures — but they'll also tell you that you can spoil some film if you don't use the camera correctly.



This booklet tells you everything you need to know — the basic operating instructions in the first half, the fine points in the second. If you go through it carefully, your very first picture will be excellent and you'll have a lifetime of wonderful picture-making.

How to LOAD THE CAMERA

You can load the camera in as little as ten seconds — far less time than it takes you to read these instructions. The picture roll actually drops in place. Do not load in direct sunlight.



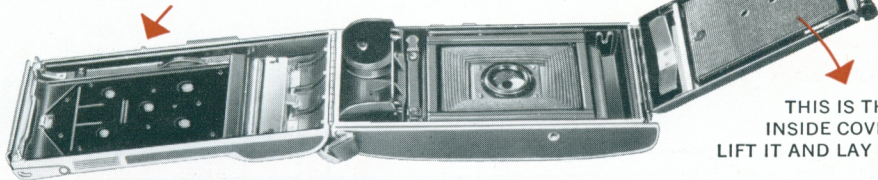
Swing latch-lever down. Back will open.

Pick up the camera in your left hand. Swing the MAIN LATCH LEVER down, and you'll notice that the back half of the camera springs open a little, and can then be opened all the way.

Before you do open it all the way, get familiar with the operation of the latch. Notice that to re-latch the camera you must squeeze the back shut with the left hand and hold it shut when you swing the lever to its "locked" position.

Always be sure that both sides of the camera are locked securely after loading.

OPEN ALL THE WAY AND LAY FLAT

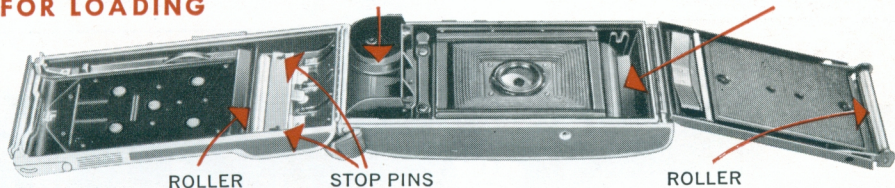


THIS IS THE
INSIDE COVER
LIFT IT AND LAY IT FLAT

NOW IT'S READY
FOR LOADING

POSITIVE (WHITE) ROLL
WILL DROP IN HERE

NEGATIVE (SPOOLED) ROLL WILL
DROP IN HERE



ROLLER

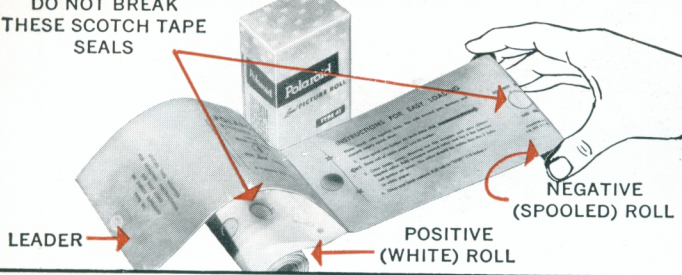
STOP PINS

ROLLER

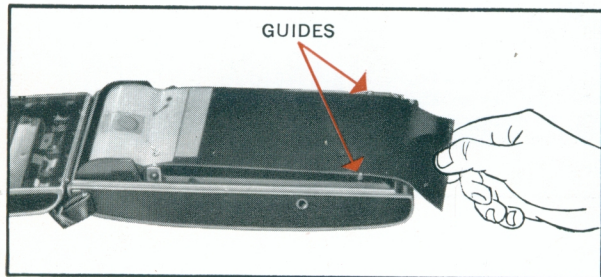
STOP A MOMENT AND LOOK AT THE OTHER PARTS

The two rollers are the heart of the camera. The picture papers will pass between these rollers, which control the picture-making by squeezing the developer reagent evenly between the positive and negative sheets. **Keep these rollers clean** — spin them before each roll is loaded, and remove with a damp cloth any particles of dirt. The stop pins shown above drop into holes punched in the paper and stop it automatically in the correct place each time you advance the paper to develop a picture.

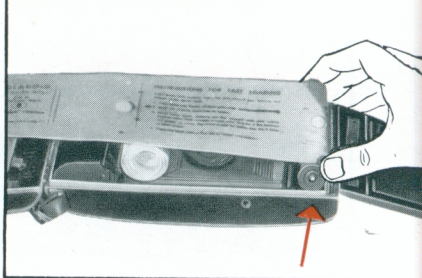
DO NOT BREAK
THESE SCOTCH TAPE
SEALS



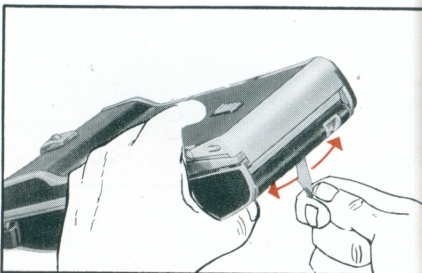
UNWRAP THE PICTURE ROLL. Polaroid Land picture rolls are the only ones that can be used in your camera. Open the box and remove the sealed foil wrapper. Unroll gently, being careful not to break the transparent tape seals.



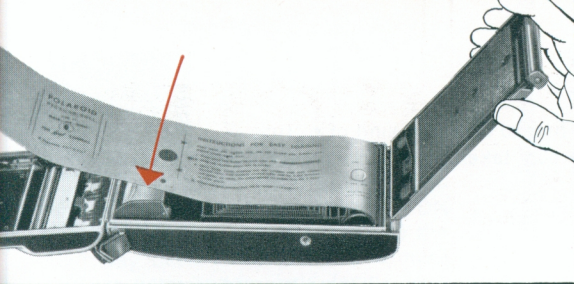
4 FOLD LEADER BACK around roller. Lay it flat between guides. Now close the outside cover.



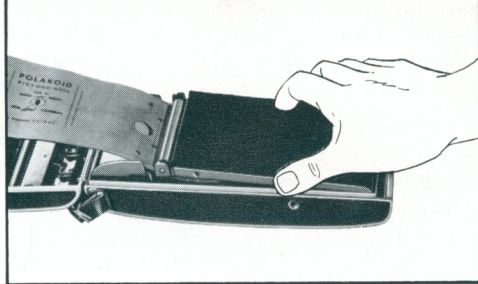
1 PLACE THE SPOOL in the negative slots so that transparent tape seal is on top of the spool.



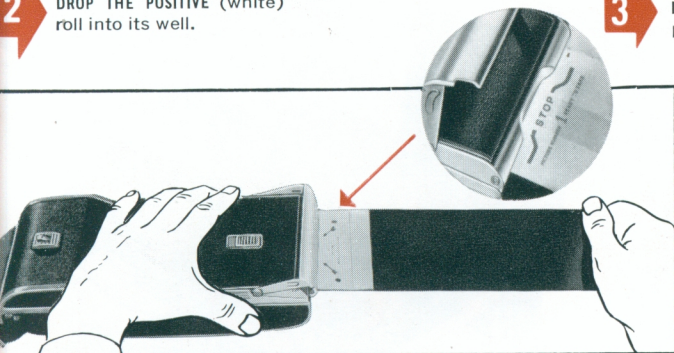
5 PICK UP THE CAMERA like this. Squeeze it shut and swing the latch all the way left to engage prongs, then all the way right to lock. Make sure both sides lock.



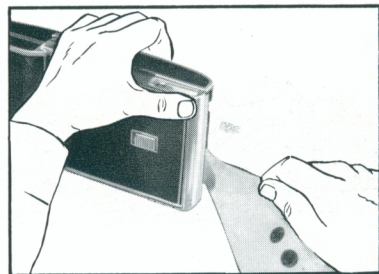
2 DROP THE POSITIVE (white) roll into its well.



3 SWING INSIDE COVER BACK as shown. Draw out leader gently until stars appear beyond roller.



6 PULL THE LEADER TAB straight out about 15" until it clicks and stops automatically at the words, "STOP — PICTURE NO. 1 Ready to Take." Allow the cutter bar to ride along the leader as you pull tab. This will prevent stray light from entering tab slot and fogging film.



7 HOLD CUTTER BAR down firmly with thumb — tear off and discard excess paper.

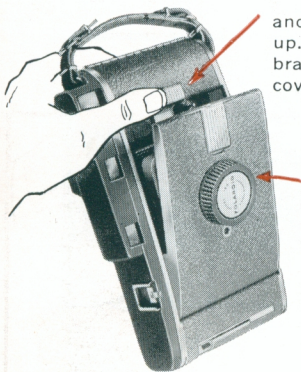
How to TAKE A PICTURE

The purpose of this brief section is to show you how to take one kind of picture — a simple but common kind. It is a picture of a person, taken out-of-doors and close enough to be a good, informal portrait.



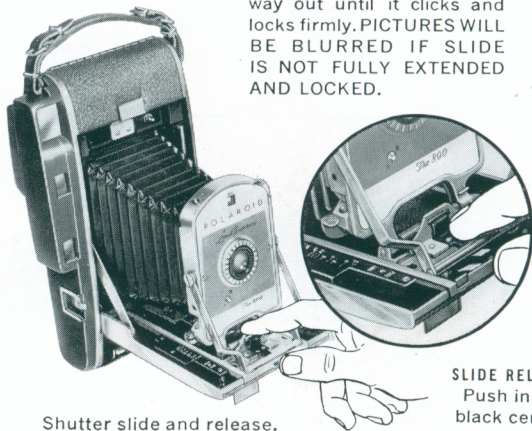
TO OPEN THE CAMERA

JUST PRESS THE COVER CATCH and the cover will pop up. Open fully until cover braces click and lock cover rigidly.



THIS IS THE FOCUSING KNOB
Do not turn it until camera is fully opened.

PULL SHUTTER SLIDE all the way out until it clicks and locks firmly. **PICTURES WILL BE BLURRED IF SLIDE IS NOT FULLY EXTENDED AND LOCKED.**



Shutter slide and release.

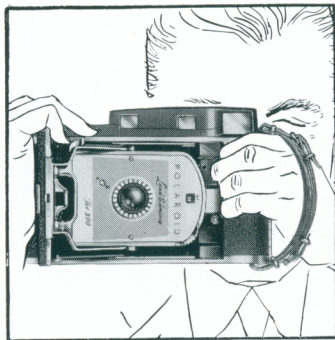
SLIDE RELEASE
Push in on black center piece.

TO CLOSE THE CAMERA

TURN FOCUSING KNOB so that camera is set at infinity. **PUSH IN ON SLIDE RELEASE** and push all the way back. Then pick up camera in both hands, lens facing you. Press down with thumbs on both cover braces, squeeze camera cover shut.

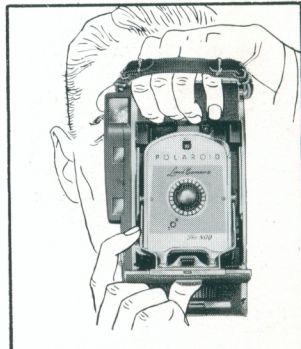


HOW TO HOLD THE CAMERA

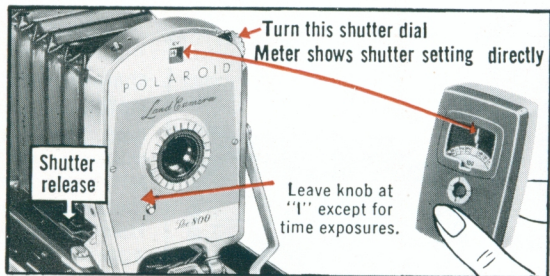


FOR A HORIZONTAL PICTURE, hold the camera this way, with your left hand through the strap as shown. Hold camera firmly against face and shoulder to prevent motion.

FOR VERTICAL PICTURES, keep your left hand under strap and hold as shown.



SET THE SHUTTER

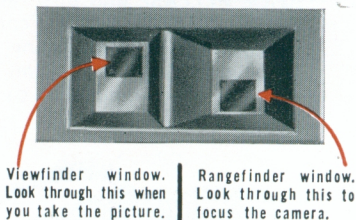


The shutter dial adjusts the camera to the right combination of shutter speed and lens opening for the particular scene. Your Polaroid Exposure Meter PR-23A tells you which number to use, and you just turn the shutter dial until that number shows in the little window above the lens. Your camera has numbers running from 10 to 17. Notice the letters "EV" above the window. This means that your camera uses "EV" (Exposure Value) numbers, an extension of the original Polaroid Land Camera number system which so greatly simplified the business of adjusting a camera for exposure. When you use the Flash Guide on your flash gun, or if you use the Daylight Exposure Guide packed with the film, be sure to use the red EV numbers. They will always be printed in red, just as the numbers in your camera are.

Always set the dial exactly on the number — you can feel it click into place. (For a table showing actual lens openings and shutter speeds, see page 15.)

FOCUS THE CAMERA:

Your camera has a coupled rangefinder that lets you focus accurately on any subject from 3½ feet to miles away. The rangefinder window is the one on the right as you look at the back of the camera.



Look through the rangefinder window at the principal part of the scene — the part you want to be absolutely needle-sharp. If you're photographing a person, it's usually best to "range" on the nose or ears. As you turn the focusing knob on the bed of the camera, you will see a triangular-shaped second image move back and forth across the main image. When the two coincide exactly for the subject you are ranging on, the camera is sharply focused for that subject.

The pictures at the top of the next page show how image will appear.



NOT IN FOCUS

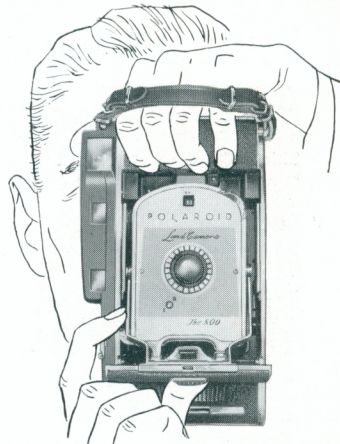


IN FOCUS

AIM THROUGH THE VIEWFINDER WINDOW:

Now that you have focused the camera, just move your eye over to the viewfinder window, and you're ready to take the picture. The viewfinder optical system automatically corrects for parallax when you focus the camera, which means that you simply can't cut off heads or aim the camera inaccurately. Whatever you see through the viewfinder, you'll actually get in the picture.

Do not use the viewfinder at all for pictures made with the Close-up Lens Kit, because it will not show you the exact scene. Follow instructions with the close-up kit for aiming the camera.



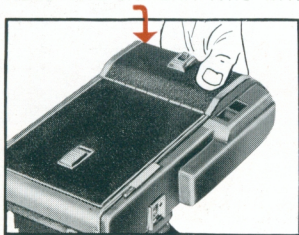
NOW TAKE THE PICTURE:

Press the shutter release lever slowly. Don't punch it or "snap" it. (Would that pictures had never been called "snapshots"! So many pictures are spoiled by literally "snapping" the shutter, jarring the camera so that the world goes by in a blur while the shutter is open.) Hold the camera firmly against your cheekbone and S-Q-U-E-E-Z-E the shutter release S-L-O-W-L-Y.

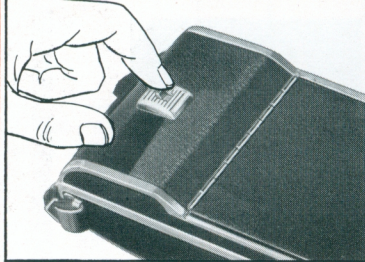
How to DEVELOP A PICTURE

Shield the camera from direct sunlight during this operation.

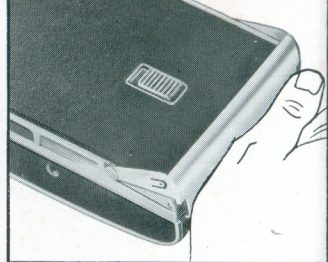
HOLD THE CAMERA THIS WAY



Hold camera with one hand under strap as shown, gripping top of camera securely. If you hold it this way, film will always track correctly because camera and film will be in a straight line. If you hold camera any other way you risk tearing film because you may pull tab at an angle.



1 SNAP THIS SWITCH in either direction to release film. (If you snap it accidentally, don't worry — no harm is done.)



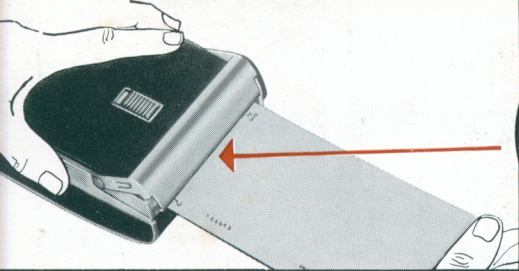
2 LIFT CUTTER BAR and take a firm hold on the paper tab, putting your thumb lengthwise along the top.



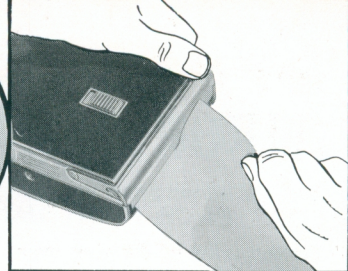
5 WAIT 60 SECONDS! The picture is now developing inside the camera. Development time is important. Follow the instructions that are packed with the picture roll. In cold weather additional development time is required. Until you get used to estimating development time, check yourself with a watch.

IMPORTANT. When you pulled the tab, you started the processing of your first picture — and also advanced the paper for the next. (You can check this by lifting the cutter bar and looking at the printing on the tab.) The “negative” of the first picture remains in the camera until you pull the tab again. At that time it is torn off and discarded.

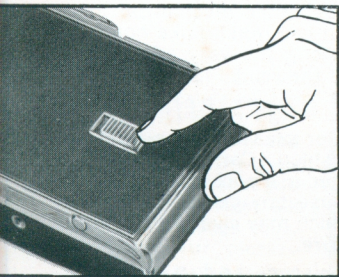
NOTE. If tab won't pull, snap switch again, then open and close back door as previous negative may have stuck to door.

**3**

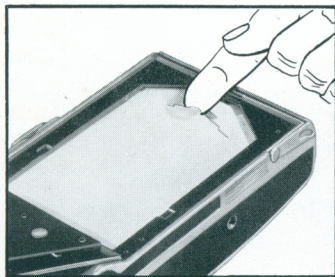
PULL THE TAB out of the slot with a single fairly-rapid motion, letting cutter bar ride along tab as you pull. Do not hesitate midway. Pull all the way out until you hear a click and the tab stops automatically. Pull straight out, not downward. Paper is now advanced and ready for second picture.

**4**

HOLD CUTTER BAR down firmly with thumb. Then tear off excess paper.

**6**

SLIDE LATCH BACK on the picture door.

**7**

LIFT PICTURE DOOR and remove the finished print, starting with cutout.

**8**

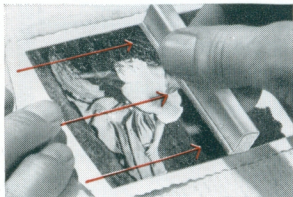
LIFT PICTURE CAREFULLY—don't let print fall back on damp negative. Then close and relatch picture door by sliding latch back to original position. Your camera is now ready for the next picture.

IMPORTANT

The lasting qualities of your pictures depend on proper coating. Coat prints as soon after removal from camera as possible.

1. COAT EACH PRINT IMMEDIATELY.

Flatten print by drawing over a table edge. Apply the print coater supplied with each Picture Roll. Coat entire surface with 6 or 8 firm strokes, including edges and corners. Get the habit of coating your pictures right away. For last pictures in each roll, press coater against print to release extra liquid.



2. STORE PRINTS IN EITHER OF THESE WAYS:

In a Polaroid Picture Album. (See your dealer.) In any album with separate transparent acetate pages. Do not store prints in ordinary paper albums, or use ordinary black paper mounting corners.



There are many common abuses which are harmful to any picture — whether it be a Polaroid Land Picture or a conventional print. If you want any picture to give you years and years of enjoyment, here are some specific don'ts:

DON'T WRITE

on the back of your prints or harm them by other mechanical abrasions. If you must make notes, jot them along the very edge of the back of the print.

DON'T BEND

buckle or crease your pictures in any fashion. Carrying them unprotected in a pocket, for instance, can cause tiny cracks in the surface which may give you trouble in the future.

DON'T USE PASTE OR RUBBER CEMENT

to mount your pictures. Impurities in almost all adhesives may cause pictures to discolor.

How to CORRECT YOUR PICTURE ON THE SPOT

Now — let's look at the picture you just made. In case it's not exactly what you want, here's how to spot some common errors and how to correct them.

INCORRECT EXPOSURE

This is easiest of all to correct because of the single dial which controls both aperture and shutter speed. The lower the shutter number you use, the more light will come in through lens, making your picture lighter. Use of a higher number will make your picture darker.



TOO DARK — set to a lower shutter number



JUST RIGHT — no change in lens opening required



TOO LIGHT — set to a higher shutter number

BLURRED OR FUZZY IMAGE

The three common causes of fuzzy pictures are shown at right. Check focus again. Be sure to hold the camera securely — and hold your breath when you press the shutter release. Don't punch the release; squeeze it slowly. Be sure bellows are pulled all the way out and locked.



FOCUSING INACCURATE

Note subject is blurred.
Background is sharp.



CAMERA MOVED

All objects in picture
are blurred.



SUBJECT MOVED

The face is blurred
while rest of subject
is sharp.

LOADING OR DEVELOPING ERRORS CAN CAUSE THESE:



NEGATIVE ROLL

LIGHT-STRUCK IN LOADING

Note white streaks
across picture. Do not
break transparent tape
seal!



UNEVEN PULLING OF TAB

Pull tab with a single,
fairly fast motion to
avoid streaks. Don't
stop or hesitate mid-
way.



TAB SLOT NOT SHIELDED FROM SUN

Keep tab slot in shad-
ow when pulling tab.



UNDERDEVELOPED

Allow full minute after
pulling tab, longer in
cold weather and with
certain film types —
see film instructions.

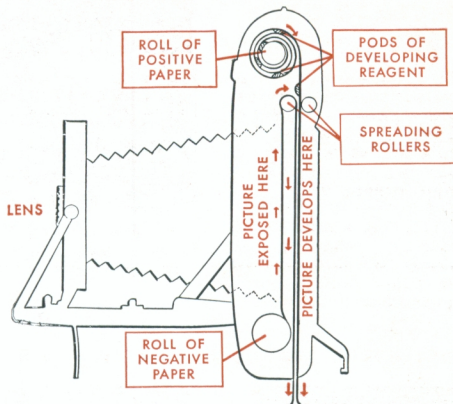
How the process works

Although it is by no means essential that you understand the Land process to get beautiful pictures, many camera owners are interested in learning how the camera works.

The Land photographic process uses a light-sensitive "negative" material which is something like conventional photographic film. Ordinarily this negative, after exposure, would be developed, fixed, washed and dried, and then used to make positive prints in another series of operations. But in the Land camera, the negative and positive are developed at the same time, by the same chemical reagent.

As the diagram shows, the negative and positive rolls are placed in their containers, with the negative moving past the lens box and around a roller, where it meets the positive sheet.

When the camera back is closed, the upper and lower rollers press the two sheets together. As the sheets are pulled to process a picture, a small sealed "pod" containing a jellied compound and attached to the positive sheet passes between the rollers and breaks out



along one edge allowing the mixture to flow out. The rollers spread the reagent between the two sheets, and development takes place. A true photographic image forms on the white positive paper (which is not light-sensitive). The image is made of metallic silver carried over from the negative in precisely the right amounts to depict the scene as you photographed it.

CONVERSION TABLE FOR LENS OPENINGS AND SHUTTER SPEEDS

#10 = f/8.8 at 1/12 sec.	#13 = f/8.8 at 1/100 sec.	#16 = f/25 at 1/100 sec.
#11 = f/8.8 at 1/25 sec.	#14 = f/12.5 at 1/100 sec.	#17 = f/35 at 1/100 sec.
#12 = f/8.8 at 1/50 sec.	#15 = f/17.5 at 1/100 sec.	

How to take FLASH PICTURES

Your camera has two built-in flash systems. One connection gives highly accurate flash synchronization for regular flash bulbs, while the other was designed especially for high speed electronic flash.

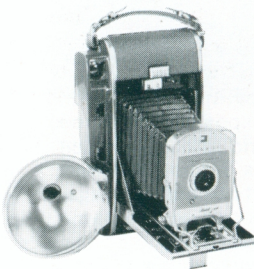
FOR REGULAR FLASH BULBS:

The Polaroid Flash Gun #281 is designed especially for your camera. All you do is slide the gun into the accessory clip. All electrical connections are built into the camera, out of sight. Complete instructions are furnished with each gun. (See page 19 for full description.)

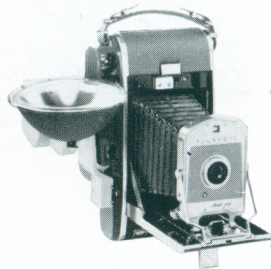
Exciting "bounce flash" is now a cinch to use with your Polaroid Land Camera and flash gun. All you need is Polaroid Bounce Flash Bracket #292 and some of the new fast Polaroid Land Films. Bounce flash produces an evenly lighted picture that has a "natural" look—much like the pictures you've seen in many of the photo essays in the big picture magazines such as LIFE and LOOK. With each bracket comes an illustrated booklet on the advantages and opportunities bounce flash offers.



Electronic
Flash
Connection



For Regular Flash



For Bounce Flash

ELECTRONIC FLASH:

Your Polaroid Land Camera has a built-in connection with proper synchronization ("X" or "Zero" delay) for high-speed electronic flash. The Polaroid Electronic Flash Adaptor Cord #490 connects the electronic flash contact of your camera with the cord of conventional electronic flash units. Proper synchronization for electronic flash is obtained only at shutter settings #13 through #17.

INDOOR SHOTS and TIME EXPOSURES

You can have great fun and get excellent photographs indoors with nothing more than regular house lighting. With the new, fast Panchromatic Polaroid Land Films it is possible to get pleasing pictures on shutter #10 with just the light from a 100 watt bulb placed 18 inches from your subject (use the 400 Speed for this sort of picture).

With the slower speed films time exposures will give you fine results. Try this method yourself:

1. For a time exposure move the Time Knob on the face of the lens housing to "B", and the shutter dial to #13. Using light from one 100-watt lamp shining directly on the subject's face 2 or 3 feet away, hold the exposure lever down for about 3 seconds. If photoflood lamps are used, or if outside light falls on the subject through a window, shorter exposures are possible.

2. If the picture turns out too dark, double the exposure time on the next; if too light, cut the time in half.

Always reset to "B" for each time exposure — the shutter returns to "1" automatically when it is released.



REST CAMERA ON TABLE . . . OR USE A TRIPOD

3. Do not try to hold the camera by hand, because it will move and blur the picture. If you do not have a tripod, you can use the support on the front cover and set the camera on a table, placing it with the lens as close to the edge as possible. A further aid to stability is a cable release which screws into the shutter housing just above the exposure lever. For vertical mounting of camera, see your dealer for #261 tripod adapter.

Accessories designed for your camera . matched to

POLAROID[®] DELUXE COMPARTMENT CASE #309

This handsome case is designed especially for your Polaroid Land Camera and its accessories. It has compartments or pockets for the camera, flash gun, filter kit, close-up kit, exposure meter, flash bulbs, picture rolls, exposed pictures, albums and an exposure guide — everything you need for every kind of picture. Ingenious compartment arrangement eliminates stuffing and stacking.

\$24.95



POLAROID[®] LENS SHADE #545

With the new panchromatic films, striking back-lighted pictures can be made. A lens shade is a must for this sort of picture to keep the direct rays of the sun from striking the lens.

\$2.45



POLAROID[®]
FILTER
KIT
#541

These three snap-on filters, used separately or in combination, give exciting special effects with clouds, reflections, distant scenery.

\$5.95



POLAROID[®]
CLOSE-UP
LENS KIT
#540

Portraits, flower pictures, miniatures, photocopies, can be done simply and quickly with your subject as close as 6 inches with perfect sharpness. Built-in steel measuring tape gives correct adjustments for camera focus and lens attachment.

\$8.95

your camera... results are better... easier... quicker.

POLAROID® FLASH GUN

**#281 POWERFUL
CAPACITOR GUN**

The most modern of flash guns with long battery life, separate diffusing filter, flash shield and built-in flash guide, trigger ejector for used bulbs.

\$12.95

**POLAROID BOUNCE FLASH
BRACKET #292 \$2.95**



**POLAROID®
EXPOSURE METER, PR-23A**

Compact photoelectric meter makes correct exposure simple and certain. The meter scale reads in numbers corresponding to shutter numbers. Just point the meter, read the number and set the camera to match.

\$14.50



**POLAROID® PRINT COPIER
MODEL 240**

The newest addition to 60-second photography is the Polaroid Print Copier. Now you can make your own copies at home in just 60

seconds. Just plug the copier into any 110 volt outlet, place your camera on the copier and put the print you wish to copy inside. Snap the shutter, and 60 seconds later you have a perfect duplicate of any Polaroid Land picture. You can actually improve upon the original by compensating for over and under exposure.

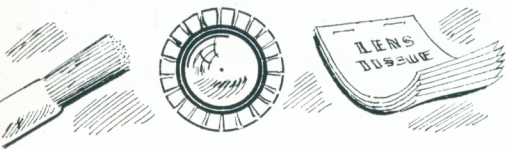


Model 240 for The 150 and 800 **\$29.95**

Note: All prices slightly higher in Canada.

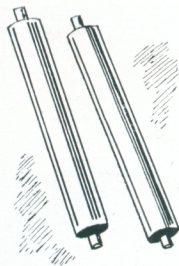
CARE OF CAMERA

Your camera is ruggedly built to withstand continued use, and with reasonable care your camera should last indefinitely. Some of the parts — even though well protected — are necessarily delicate, and careful handling will prove rewarding. Periodic cleaning is of great importance, and instructions below should be followed carefully.



CARE OF LENS: The highly polished lens surfaces are coated with a special coating to reduce reflections and make sharper pictures. Do not touch the lens with your fingers. The coating is relatively hard, but it can be damaged by fingerprints and scratches. Clean lens by first blowing off or brushing off (with soft lens brush) loose lint and dust particles, then polish gently with lens tissue or soft, lintless cloth.

CARE OF ROLLERS: The two steel rollers (see page 3) which control the picture processing are the heart of the camera. They must be kept clean, free of foreign matter which can spoil your pictures by causing white spots $1\frac{1}{2}$ " apart along length of picture. Before loading each roll, turn each roller slowly and remove foreign deposits with fingernail or moistened cloth. If foreign matter collects on black-enameled interior plates, clean carefully with water-dampened cloth.



LUBRICATION: With the Model 800 no lubrication is needed on any parts of the camera. The tips of the steel rollers in the Model 800 are sealed in a self-lubricating bearing chamber. With the Model 150, once a year, or every hundred rolls or so if camera is used continuously, add a drop of light oil at the tips of each of the steel rollers. Keep camera closed when not in use. Keep away from sand and moisture. Do not store camera in direct sunlight or in damp locations. Avoid excessive heat, which can spoil pictures and interfere with proper camera operation.

YOUR CAMERA MUST BE REGISTERED

- . TO VALIDATE YOUR GUARANTEE.
- . TO PUT YOU ON OUR MAILING LIST SO YOU WILL RECEIVE FIRST-HAND INFORMATION ABOUT NEW DEVELOPMENTS IN 60-SECOND PHOTOGRAPHY.

SERVICE INSTRUCTIONS

For repair and servicing under the terms of the Polaroid Land Camera Guarantee, send camera in original or comparable packing, transportation charges prepaid to whichever Polaroid Service Station is nearest you (see next column).

Attach a separately-stamped letter giving nature of complaint and enclosing sample pictures. Be sure camera is tagged to show your name and address. Repairs not covered by the guarantee can also be made by the Polaroid Service Department at an appropriate charge, or if more convenient for you, by the local camera service organization suggested by your dealer.

POLAROID CORPORATION SERVICE STATIONS

730 Main Street
Cambridge 39, Mass.
2257 Cascade Road, S.W.
Atlanta, Georgia
844 West Adams Street
Chicago 7, Illinois
3105 Commerce Street
Dallas 26, Texas
1637 Court Place
Denver 2, Colorado
826 Cole Avenue
Hollywood 38, California
431 West Walnut Street
Louisville 2, Kentucky
2319 Brentwood Boulevard
St. Louis 17 (Brentwood), Mo.
1025 Commerce Avenue
Union, New Jersey
930 F Street N.W.
Washington 4, D.C.
For Canadian Residents Only
Graflex Ltd.
47 Simcoe Street
Toronto, Canada

GUARANTEE

Your Polaroid Land Camera is guaranteed against defects in materials or workmanship for a full year (10 years on Model 800) following date of original purchase. During this period, any such defects will be remedied without charge (except for transportation) when camera is returned prepaid to Polaroid Service Department.



USE POLAROID'S SPEEDY COPY & ENLARGEMENT SERVICE

... you'll want extra copies and enlargements to give your friends and relatives. These sparkling copies, which match the quality of your original print, can be obtained easily, quickly and inexpensively, directly from Polaroid Corporation.

Or, if you prefer, you can order your own regular film negatives for use in your darkroom or by your photo finisher.

Regular 5" x 7" or 8" x 10" Custom Enlargements are also available at low cost. You will find instructions, prices and a handy order blank packed with every Polaroid Land Picture Roll.

Polaroid Corporation
Cambridge 39, Massachusetts