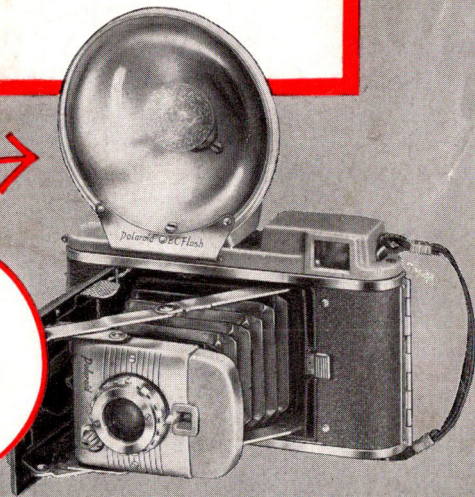


HOW TO TAKE
FLASH
PICTURES WITH
POLAROID® LAND
CAMERAS

- B-C Power
- Snap-on Diffuser
- Safety Shield
- Clips to Camera
No wires or plugs

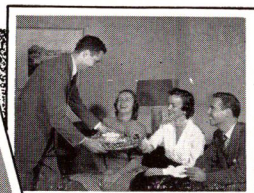


WHEN TO USE FLASH

PORTRAITS



PARTY SHOTS

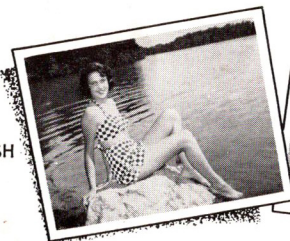


CANDIDS



INDOORS

Flash is ideal for informal indoor shots where light is rarely bright enough for snapshots. The light from the flash bulb is fast enough to stop normal activity, so strong that ordinary room illumination need not be taken into account when taking flash pictures. The built-in flash guide gives shutter settings for all distances indoors. You need only estimate distance accurately to get perfect pictures.



WITH FLASH



WITHOUT FLASH

OUTDOORS

Your flash gun can add an important touch to pictures made outdoors in daylight. On bright days, flash fills in shadows where needed, softening the picture and bringing out detail that otherwise is lost. On gray days flash can provide highlight interest. Your Diffusing Filter will help you control the amount of "fill" light you get from your flash.

Although the illustrations showing how to use the #281 Flash Gun are of the Polaroid Highlander Land Camera, the same procedure is followed for all Polaroid Land Cameras with flash connection through the accessory clip.

1 ATTACH THE GUN TO YOUR CAMERA

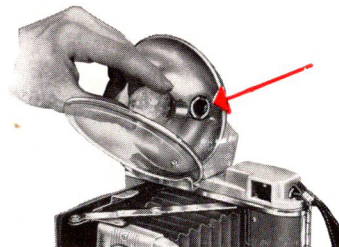
With hand on base of reflector, simply slide gun on your camera. The shoe on the base of the gun fits into the accessory slide of the camera and the electrical connection is made automatically when you clip the gun to the camera.

It is important to push it all the way in so that it snaps firmly in place.



2 INSERT THE BULB

Tip the safety shield forward and press the bulb into the socket. The bulb fits at a slight angle to make most efficient use of the reflector. It will lock into place automatically. Do not try to twist the bulb to lock it — there's no need to.



Place the safety shield back into position. In case the bulb should shatter, the shield is designed to absorb the impact and deflect the glass away from the subject and the photographer.

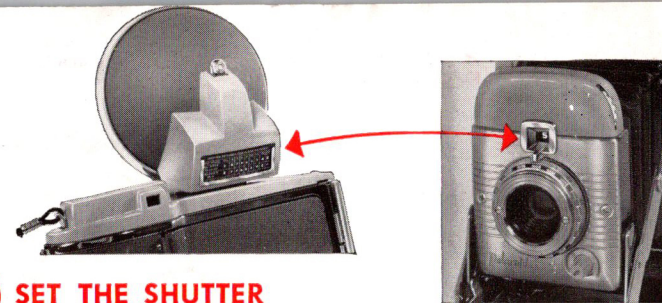
To eject used bulbs push in on the ejector lever on the rear of the gun. The bulb will pop out automatically. Never try to pull the bulb out of socket without using ejector lever.

WHAT BULBS TO USE

Press 25 and No. 5 bulbs are generally recommended for use at all distances because they give the most light.

Other types may be used, but usually have a smaller light output and require following the flash guides that come with the bulbs. Do not use the clear, gas-filled bulbs except with the Model 110A as noted in the second paragraph of step 3.

CAUTION: Do not leave bulb in flash gun for long periods when your camera is not in use. It may shorten the life of the battery.



3 SET THE SHUTTER

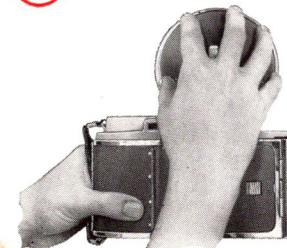
The DISTANCE BETWEEN FLASH AND SUBJECT IS MOST IMPORTANT. Measure or estimate it carefully since the amount of light that falls on the subject varies tremendously as the flash gun is moved closer or farther away.

Then — look at the flash guide on the back of the flash gun to obtain your shutter setting. The guide is based on average indoor pictures in rooms with light walls and ceilings. The knob just below the lens should be set on "I" for flash pictures.

With the Model 110A Camera, set synchronization lever to "M" with wire filled bulbs, to "X" with gas filled bulbs. With the 110A, slower shutter speeds will not necessarily increase exposure, nor will faster shutter speeds decrease exposure. The exposure guide, therefore, shows settings based on a shutter speed of 1/125. When faster action is encountered, use shutter speed of 1/300 and one stop wider aperture.

Color of the subject, the lightness or darkness of the surroundings, errors in distance, can all affect your pictures. But you can always get the picture you want with this simple rule: If your picture is too dark, set the shutter to a lower number; if too light, set it to a higher number.

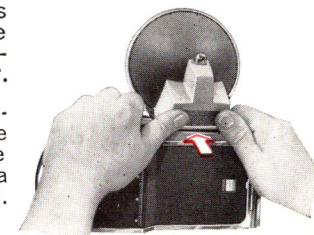
4 HOW TO REMOVE FLASH GUN



WRONG

To remove, press forward on the base of the gun — not on the reflector.

Pressure on the reflector might cause serious damage both to the camera and the flash gun.



RIGHT

BE SURE TO TRY BOUNCE FLASH

Thanks to the new, high speed Polaroid Land Films you can now take bounce flash pictures with your camera. You're going to find bounce flash shots the most rewarding you ever took. With bounce flash your pictures take on a "daylight" look, removing the unnatural shadows and pale highlights often experienced with direct flash pictures.

The name bounce flash is almost self-explanatory because when using it the light that reaches the subject is literally bounced off reflecting surfaces like walls and ceilings, rather than directed straight at the subject. The result is softly diffused light and flattering pictures.

For consistent bounce flash results ask your dealer for Polaroid Bounce Flash Bracket #292. With this bracket your gun will always be held at just the right angle for either horizontal or vertical pictures with bounce flash.



**Polaroid Bounce Flash
Bracket #292 . . . \$2.95**

Each Polaroid Flash Gun is carefully tested before it leaves the factory. Each is guaranteed for a full year from date of purchase against defects in material or workmanship (battery excepted). Any such defects will be remedied without charge (except transportation). Units damaged in use or worn through normal service will be repaired under an appropriate system of charges for labor and parts.

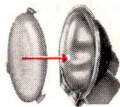
For service or repair, return gun to your photographic dealer, or mail prepaid to Polaroid Corporation, Cambridge 39, Mass. Pack well in stiff box and attach separately-stamped envelope giving your name, address and nature of difficulty.

SOME TIPS FOR GOOD *FLASH* SHOTS

HOW TO GET "SOFT" PICTURES

Your Diffusing Filter will give a gentle softening effect to your flash pictures by cutting down the intensity of the light and scattering it more widely. The effect is particularly good in extreme close-up shots (3½ feet and with close-up lenses) where portrait quality is desired. In outdoor flash shots, where sunlight provides the principal illumination, use the filter to reduce flash intensity and "balance" the lighting.

The filter clips onto the outside of the safety shield of your flash gun. When using the filter, set shutter 2 numbers lower than shown in the flash guide. Do not use diffuser when making bounce flash pictures.



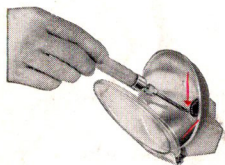
HOW TO CHOOSE A BACKGROUND

In general, your flash pictures will be more pleasing if you place the subject near an angled background or sidewall which reflects some of the light from the bulb back onto the subject. This gives some fill-in lighting which helps to avoid a flat picture. If you can't get near a corner, try to place your subjects no further than 6 feet from a light-colored wall.



BATTERY CARE

The battery furnished with your flash gun should last one to three years, depending on how frequently you use your gun. If exposures become erratic or bulbs fail to flash, chances are you need a new battery. Replace it with a high-grade 15v photoflash battery. Here's how to put a new one in:



Remove the screw on the inside of the reflector near the bulb socket and lift off the reflector.

Replace the battery with another of the same size and voltage. Be sure to place it with the plus (+) end to the right.

Replace the shield and tighten the screw.

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F1435H

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