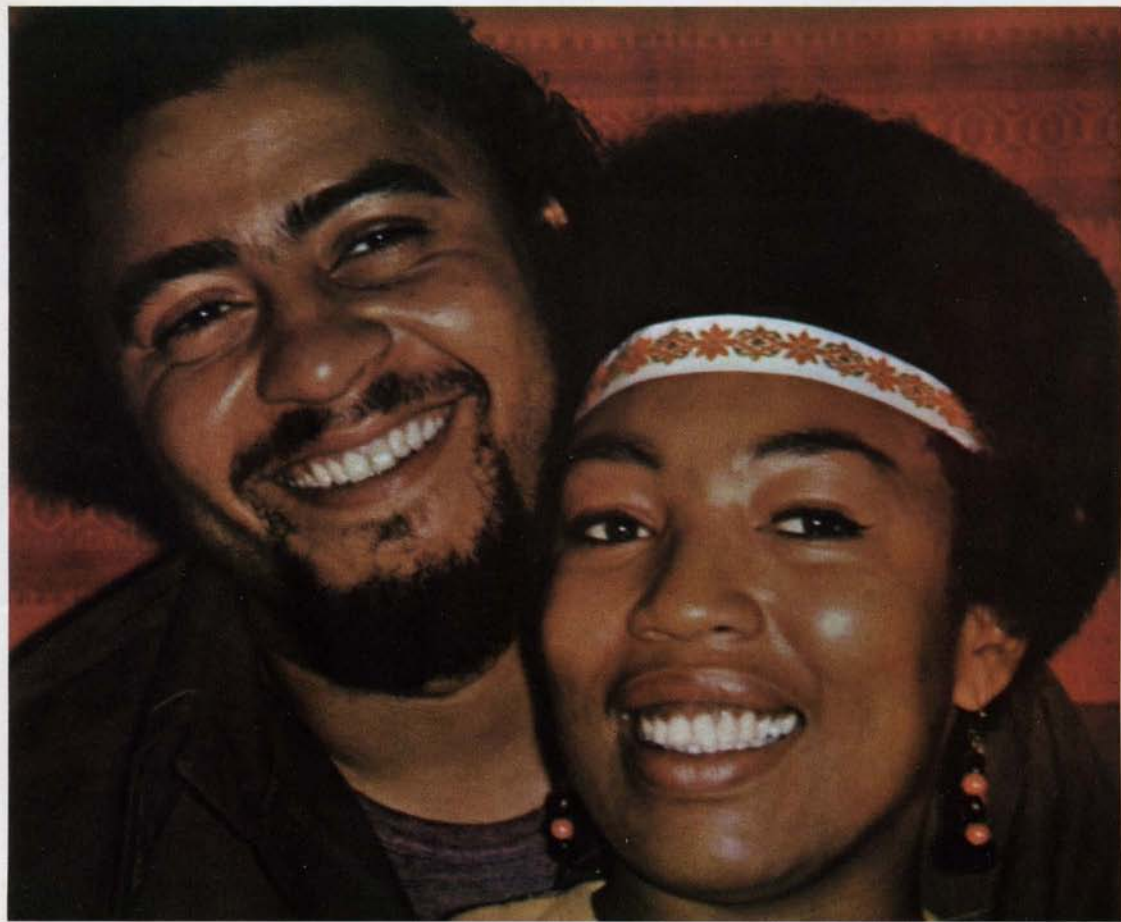


ENLARGEMENTS ARE GREAT

Your Big Shot pictures can make outstanding enlargements. Three sizes are available from Polaroid Copy Service — 5 x 7 inches, 8 x 10, and 11 x 14. Careful attention is given to faithfully reproducing your picture and minor retouching is provided where necessary. All sizes come in attractive salon mounts.

To make really good enlargements you must start with a sharply focused, well exposed picture with plenty of color in it. Try to avoid scratching or fingerprinting pictures that are to be enlarged. Remember, the better your original picture, the better the enlargement.



TRY SOME HORIZONTAL PICTURES, TOO



MORE ROOM FOR HANDS AND ARMS: For horizontal pictures hold the camera as shown on page 4. The rangefinder image then moves sideways. The nose is a good point to focus on, or one eye. It's particularly easy to focus for profile shots.

BEST FOR BABY PICTURES: Infants photographed alone are generally lying down. In the usual vertical picture the face is furthest from the camera. That's not good. Instead, place the baby at right angles to the camera, as shown here, and shoot a horizontal. A bright colored blanket makes an ideal background.





FRAME SUBJECTS CAREFULLY: Fitting two adult heads into a vertical picture requires some care. Don't be surprised or discouraged if you have to leave out an ear, or part of a hairdo. You can still make a fine picture even if some bits and pieces are missing. For two subjects, it's usually easier to shoot a horizontal picture.

YOU CAN CONTROL THE SHADOWS: To avoid unpleasant edge shadows, keep your subjects close to the background. If you aim through the viewfinder with your left eye, any shadow will be cast slightly toward the right side of the subject. If you aim with the right eye, the shadow will go slightly toward the left side of the subject. You will get the worst shadow (to the left of the subject) in a horizontal picture when you have aimed with the right eye, as shown below.

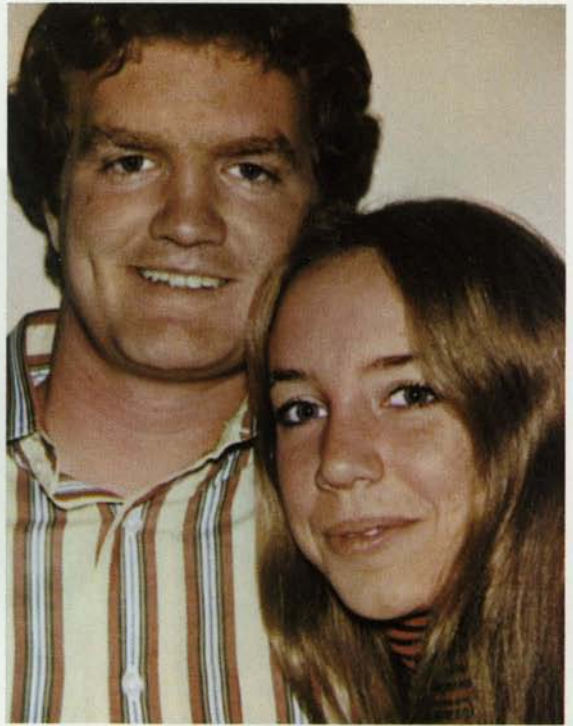


INCLUDE MORE THAN ONE (cont.)



PUT BIG AND LITTLE TOGETHER: Contrasts in color add interest to pictures; so do contrasts in size. Placing the baby's tiny hand next to the mother's emphasizes how small the infant really is. And the little boy's head makes it clear that the dog's head is as big as a pumpkin.





FOR MORE ROOM, HIGH AND LOW: Two heads need not be side by side in a vertical picture. With one high in the picture and one low there's almost as much room as in a horizontal shot.

ADD AN OBJECT FOR A SUBJECT: Want a second subject to fill the print? Include a picture on the wall, a piece of sculpture, a giant doll or animal toy, or a work of art such as that shown here.



PEOPLE AREN'T THE ONLY SUBJECTS



SHOW THAT MODEL: If it will fit in a 12 x 16 in. space, you can get it all into the picture. If it's too big, like the ship below, turning it at an angle may make it fit. Or, you may have to settle for just part of the model. If you have small models, set up a fleet of ships, a squadron of planes, or a company of soldiers ready to parade.





FAUNA, FLORA, AND OTHERS: Cats are not quite big enough to fill the picture area, but bright cushions can supply bulk, color, and background. Some dogs may take off when you aim the Big Shot their way. Flowers should have bright colors and be in big masses so they'll show up well. And don't forget that stuffed animal toys, artificial flowers, and similar items can be wonderful subjects for colorful pictures. For example, this crustacean happens to be made of wood.



RECORD ART AND BRIC-A-BRAC: The Big Shot is great for recording valued and favorite items. Results can be outstanding with matte surfaces, such as needlework, pictures not under glass, and unpolished wood carvings. Shiny surfaces may cause reflections of the flash to appear in the picture; you can cut them somewhat by shooting from an angle.

WHAT ABOUT TAKING PICTURES IN DAYLIGHT?

Daylight pictures without flash: This camera is designed for use only with flash. Pictures made in daylight without flash usually will be too dark. If the subject is in bright sunlight, as on a beach, and if the L/D control is turned all the way to LIGHTEN it is possible to produce interesting and attractive pictures. However, we **do not** recommend that you try to take pictures this way unless you are prepared to do some experimenting and perhaps waste some film. For consistently good results, all Big Shot pictures should be made with flash.

Flash combined with daylight: There is no reason why all Big Shot flash pictures have to be made

indoors. You can shoot them on a covered porch, or elsewhere in the shade, or even outside on a bright day. However, you will have to experiment with the LIGHTEN/DARKEN control to get a well exposed picture; the brighter the daylight, the further you will have to turn the control toward DARKEN. Interesting, colorful backgrounds are just as important for flash/daylight pictures as for those made with flash alone.

IMPORTANT: Development of Polacolor pictures is strongly affected by the temperature at the time of development. If it is less than 75°F you will have to develop for a longer than normal time. See the film instructions for details.

GENERAL CARE OF CAMERA AND FILM

Protect film and camera from heat and humidity:

Extreme heat can damage your film, even if it is in a sealed package, and high humidity can cause corrosion and other damage to your camera. After the film pack has been placed in a camera, both the film and the camera can be damaged by excessive heat and humidity.

Don't remove film from its sealed bag until you are ready to use it.

Don't leave a loaded camera or packages of film in direct sunlight. 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 it's cooler.

If you live in a hot, humid climate, particularly if close to salt water, it would be advisable to write to Customer Service, Polaroid Corporation, Cambridge, Mass. 02139, and ask for the special instructions for the care of cameras and films in tropical climates.

How to clean the lens: Breathe on it to dampen the surface, then wipe it lightly with clean, dry absorbent cotton. **Never** use silicone coated eye-glass tissues. Clean the rangefinder windows in the same way.

POSSIBLE PICTURE PROBLEMS

White spots: Some fairly large white spots scattered over the picture area usually indicate that you pulled the yellow tab out much too slowly. However, a large number of small white specks at one end of the picture usually are a sign that you pulled the yellow tab out much too fast.

It should take about as long to pull the yellow tab out as it takes to say "Pull it". Always pull the yellow tab out smoothly and steadily, without stopping or slowing down.

Two yellow tabs out at same time: You pulled two white tabs in a row without pulling a yellow tab. Both pieces of film will be ruined.

If you don't mind losing a third piece of film, the quickest way to correct this is to open the back door, remove the pack, pull the two jammed yellow tabs out of the spreader and discard those two films. Then replace the pack and close the back door. The next piece of film was light-struck

when you removed the pack, so pull both tabs and discard it.

You can save the third piece of film by the following procedure, which is more troublesome.

Grip both yellow tabs firmly, pull them both out together, and discard both pieces of film. This may cause developer to be spread around the inside of the camera back. Open the back of the camera and, without disturbing the film pack, remove the developer spreader. Carefully clean it, the yellow tab slot, and any other areas that need cleaning. (see page 22). **Never pull a white tab if you can see a yellow tab.**

Overall bluish or reddish tint: Pictures developed for too long a time will look blue overall. Pictures with a definite pink or reddish tint probably were not developed for the full recommended time. See the film instructions for details.



Corner missing: You pulled the yellow tab out at an angle instead of straight out. Always hold the camera by the flexible T handle when pulling the tabs out, and grip the yellow tab at its center, not at a side edge.

Too dark: The L/D control may have been turned toward DARKEN. Or, your film pack may carry a label with instructions to set the L/D control toward LIGHTEN for all pictures made with that pack. Flashcube variations may also cause a dark picture.



Red eye: Light from the flash is reflected from inside the eye. It can happen with adults but is more common with children. The chances of having red eyes can be reduced somewhat by having the subject look elsewhere than at the camera, and by shooting the picture in a well lit room (the pupils of the child's eyes will get smaller because of the bright room light).



Oblong in print: You didn't pull the white tab all the way out of the camera. When you pulled the yellow tab out, 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.



Weak colors: The picture was not developed for the full time given in the film instructions. If in doubt, it is better to develop the picture for slightly more than the recommended time than for too short a time. See the film instructions for details.



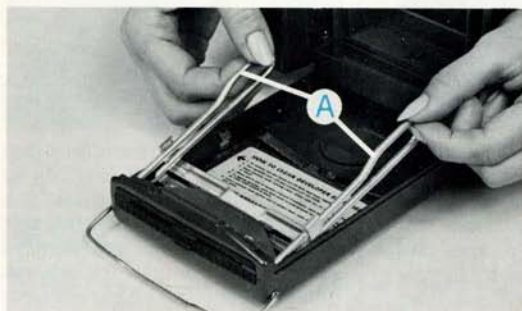
Too light: The L/D control may have been turned toward LIGHTEN. If the subject's image is very big and is not quite sharp, you were too close; use the rangefinder carefully, as shown on page 4.



Too dark; out of focus: You were too far away from the subject. Use the rangefinder carefully, as shown on page 4.

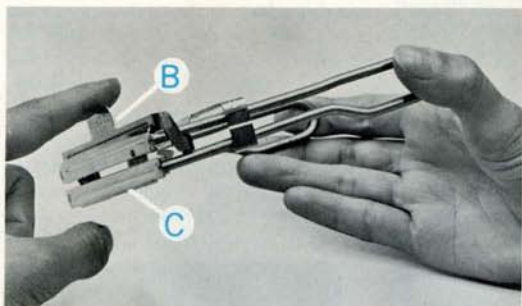
KEEP THE SPREADER CLEAN

The developer spreader is the most important part of your camera. It must be kept clean, or you won't get good pictures. Signs that the spreader must be cleaned are: a yellow tab does not pop out when a white tab is pulled; or, there are developer chemicals on the back of a picture.



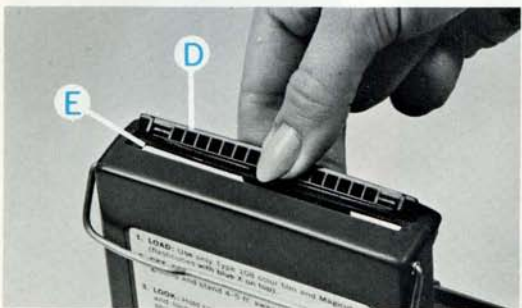
1. Remove the spreader: Use two hands and lift both steel loops (A) together. They are held by springs. The spreader will come out of the camera.

Handle it carefully! If you drop it, twist it, or otherwise handle it roughly, some of the parts may get bent and you will be unable to get good pictures. The camera will then have to go to a Polaroid repair station.

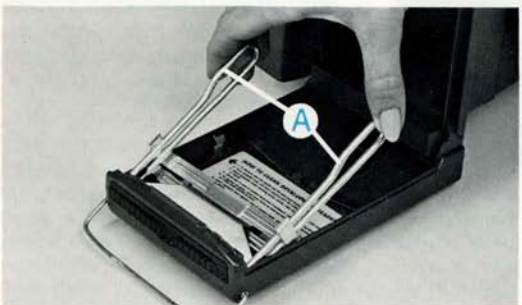


2. Open the spreader bars: Turn the spreader over so you see THIS SIDE DOWN. Lift the flat lever (B) marked LIFT TO OPEN. This opens the spreader bars (C).

3. Wash, shake, wipe dry: Hold the spreader under running water to clean out any developer chemicals that may be on it. Shake off the water, then wipe the parts dry with a lint-free cloth or tissue. Hold the spreader as shown above, so your fingers can't get caught, and push down the lever (B) to close the spreader bars.



4. Clean the tab slot: If dirt collects here, the yellow tab can't pop out. Carefully open the narrow door (D) and clean it and the tab slot (E) with a damp cloth.



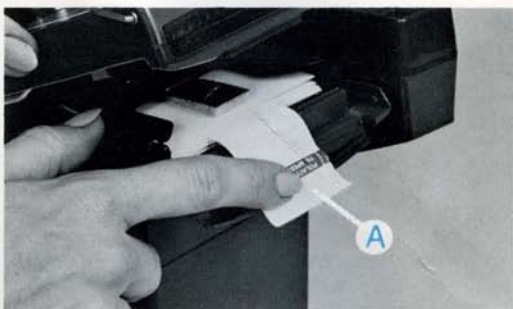
5. Replace the spreader: Turn it so THIS SIDE DOWN is down. Place the spreader in the camera back as shown and push the steel loops (A) down so they snap into place.

Cleaning without water: In an emergency you may be able to clean the spreader with cotton or cloth on a thin stick, such as a toothpick. This is not as good as washing and the spreader should be washed as soon as possible.

IF NO WHITE TAB APPEARS AFTER PULLING OUT THE BLACK SAFETY COVER

If there's no white tab in the slot, do the following, away from bright light:

1. Unlock the back of the camera, open it part way and, without disturbing or moving the film pack, push the white tab (A) out into the open.



2. Close and lock the back of the camera, making sure that the white tab (A) is outside and behind the lock (B).



IF NO YELLOW TAB APPEARS WHEN YOU PULL THE WHITE TAB, STOP!

Don't pull another white tab. Instead, do the following, away from bright light:

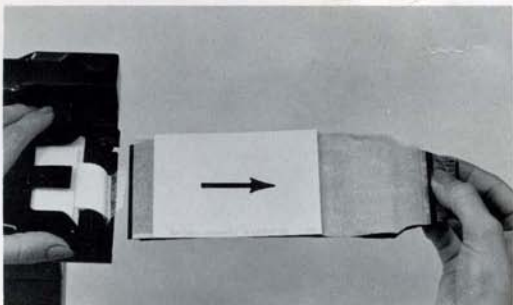
1. Carefully open the camera back without moving the pack and take hold of the yellow tab that failed to come out through the slot. You can use a pencil point to make sure the pack doesn't move.



2. Still being careful not to move the pack, gently pull the yellow tab all the way out of the camera and discard that piece of film. **Don't** try to save it.

3. While the back is open, **check that the developer spreader and the yellow tab slot are clean.** If necessary, clean them as shown on page 22.

4. Close and lock the camera back, making sure that the next white tab (A) is outside and behind the lock (B), as shown above.



DIRT IN THE SPREADER OR THE YELLOW TAB SLOT WILL BLOCK THE YELLOW TAB. BE SURE TO KEEP THEM CLEAN. SEE PAGE 22.

REMEMBER: YOU CAN OPEN A LOADED CAMERA, IF YOU DO IT CAREFULLY

If the camera is not in bright light, and if you don't move the film pack, you can open the camera back to adjust film tabs, or to clean the developer spreader (page 22). If you move the pack while the back is open, only one piece of film will be ruined; the rest will still be good.

TO OBTAIN INFORMATION AND HELP

If you ever have a problem with the camera or film, or if you don't know whether or not a repair is needed, we urge you to seek help promptly to avoid film waste and disappointment. See your dealer or write to the nearest Polaroid office, or to Customer Service, Polaroid Corporation, Cambridge, Mass. 02139. **Or, call Customer Service collect at (617) 864-4568 from anywhere in the U.S.A. or Canada.** When writing, send sample pictures and, most important, **state what camera model you have.** Please be sure to include a clearly printed return address.

WARRANTY

If this camera proves defective within one year of original purchase date, we will repair or, at our option replace it free of charge. We will make no charges for labor, "service" and parts.

For cameras returned to us from inside the U.S.A. we will refund an amount approximately equal to the mailing cost of incoming insured parcel post, when we send back the repaired camera; we will also supply one pack of film to replace pictures spoiled before the defect was identified.

The warranty does not cover damage caused by accident, misuse, or tampering with the camera. A charge will be made for such repairs.

To take advantage of the above warranty, the camera must be returned to and repaired by a Polaroid Service Center or an Authorized Independent Repair Station (list available on request). For return instructions, see below.

TO RETURN A CAMERA FOR REPAIR

To return your camera for repair, you may either ask your dealer to handle the return for you or you may mail the camera yourself. Pack it carefully to assure safe travel (if you request it, we will send a preaddressed shipping carton to any point in the U.S.A.) and send it by insured parcel post mail. Address it to the nearest Polaroid Service Center. (See list for Polaroid Service Center addresses and for information about Authorized Independent Repair Stations.)

Whichever method you select, be sure to include a note describing the nature of the problem or sample pictures which illustrate it.

If you are near a Service Center, it may be more convenient for you to bring the camera in, instead of mailing it.

CAUTION: The Polaroid Land process uses a caustic jelly which is safely packed inside sealed containers within the metal-plastic pack. **If accidentally you should get some of this jelly on your skin, wipe it off immediately.** To avoid an alkali burn, wash the area with plenty of water as soon as possible. **It is particularly important to keep the jelly away from eyes and mouth.** Keep discarded materials out of reach of children and animals, and out of contact with clothing and furniture, as discarded materials still contain some jelly.

POLAROID SERVICE CENTERS AND OFFICES

CALIFORNIA

Polaroid Corp.
875 Stanton Road
Burlingame 94010

Polaroid Corp.
2040 E. Maple Avenue
El Segundo 90245

GEORGIA

Polaroid Corp.
3720 Browns Mill Road, S.E.
Atlanta 30315

ILLINOIS

Polaroid Corp.
2020 Swift Drive
Oak Brook 60521

MASSACHUSETTS

Polaroid Corp.
89 Second Avenue
Waltham 02154

NEW JERSEY

Polaroid Corp.
P. O. Box 607
W-95 Century Road
Paramus 07652

OHIO

Polaroid Corp.
4640 Manufacturing Avenue
Cleveland 44135

TEXAS

Polaroid Corp.
9029 Governors Row
Dallas 75247

PUERTO RICO

Polaroid of Puerto Rico, Inc.
Charlyn Industrial Park
Road 190, Km 1.7
Carolina 00630

Mailing address:
P. O. Box 2032, Ceramica Annex
Carolina 00630

AUSTRALIA

Polaroid Australia Pty. Ltd.
2 Small Street
Ultimo, N.S.W. 2007

Mailing address:
P. O. Box 335
Broadway, N.S.W. 2007

AUSTRIA

Polaroid GmbH
Kegelgasse 27
A-1035 Wien 3

BELGIUM

Polaroid (Belgium) S.A.
12-16 rue de la Victoire
1060 Bruxelles

CANADA

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

ENGLAND

Polaroid (U.K.) Ltd.
Office, Rosanne House
Welwyn Garden City
Hertfordshire
Service Center
Huggins Lane
Welham Green, near Hatfield
Hertfordshire

FRANCE

Polaroid (France) S.A.
57, rue de Villiers
92-Neuilly sur Seine
Service Center
61, rue Chaptal
92-Levallois

GERMANY

Polaroid GmbH
Königsbacher Strasse 15-21
6 Frankfurt/Main-Niederrad 1

ITALY

Polaroid (Italia) S.p.A.
Viale Certosa 222
20156 Milano

JAPAN

Nippon Polaroid Kabushiki Kaisha
Mori Bldg. No. 6
32, Nishikubo Tomoe-cho
Shiba, Minato-ku
Tokyo

MEXICO

Michelmex S.A.*
Apartado Postal #6-952
Mexico 6 D.F.

THE NETHERLANDS
Polaroid (Europa) N.V.
Verkoopkantoor Nederland
Office, Maassluisstraat 258
P. O. Box 9167
Amsterdam-W. III

Service Center
Markt 24
Enschede

NORWAY

Polaroid (Norve) A/S
Hvamkryset
Boks 35
2007 Kjeller

SOUTH AFRICA

Frank & Hirsch (Pty.) Ltd.*
P. O. Box 1803
Bree and Nugget Streets
Johannesburg

SWEDEN

Polaroid AB
Box 20
S-127 21 Skärholmen

SWITZERLAND

Polaroid A.G.
Hardturmstrasse 175
Zürich 8037

*Authorized Independent
Repair Station

Additional Repair Stations: Besides Polaroid's own Service Centers listed here, there are several Authorized Independent Repair Stations in the U.S.A. and Canada. To locate the one closest to you, write to the nearest Polaroid Service Center or to Customer Service, Polaroid Corporation, Cambridge, Mass. 02139, or call Customer Service collect at (617) 864-4568.