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340

HOW
TO USE
YOUR
POLAROID
LAND
CAMERA
MODEL
340

YOUR FIRST PICTURE!

To be sure that it's a success, we suggest that you make it indoors with flash, exactly as described on page 20.

BUT,

before you start, please read this book carefully so you will know how to use the camera and where to look for any information. If you do not follow the instructions, you will not get good pictures.

CONTENTS

Getting Acquainted

Operation

Miscellaneous

KNOW YOUR CAMERA

Folding view/rangefinder

Shutter release

Fast focus scale

Rangefinder pushbutton

White tab slot

Yellow tab slot door

3-element lens, 114mm, f/8.8

Lighten/darken control

Shutter cocking lever

Rangefinder pushbutton

Lighting selector

Electric eye

Flash outlet (flashbulbs only)

Film speed dial

Lighting selector knob

340

Battery compartment
(change battery yearly, see page 33)
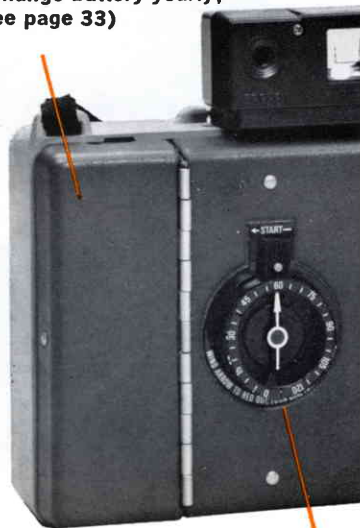
Timer

Steel rollers
(Important: keep them clean as described on page 32)

Focus window

View window

Back door latch

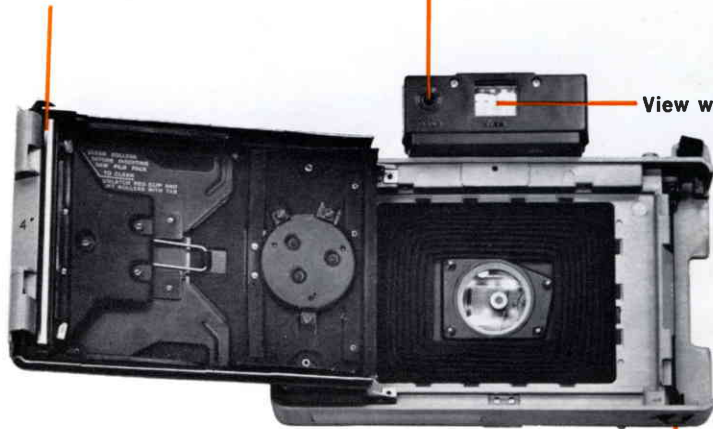# HOW TO MAKE A PICTURE: A QUICK LOOK
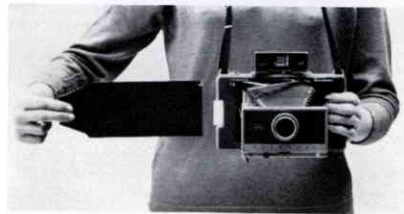
This is a preview of what you will find in this book. These are the easy steps you take to make an instant picture — color or black and white — with this Polaroid Land camera.
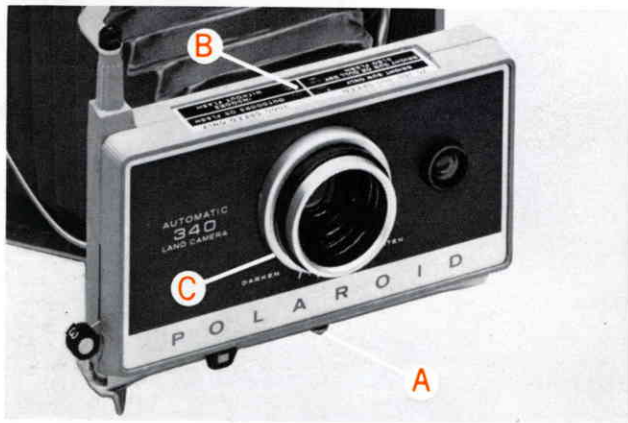
Before starting you set the simple controls: The Film Speed Dial (A), the Lighting Selector (B), and the Lighten/Darken control (C). Page 10 explains what they do.

1 AIM AND FOCUS
p. 8

5 PULL YELLOW TAB
p. 25

2 SHOOT
p. 20

3 RESET
p. 21

4 PULL WHITE TAB
p. 24
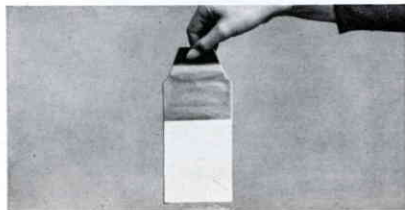
6 WAIT
p. 25

7 SEPARATE
p. 26

8 COAT BLACK & WHITE
p. 29

HOW TO OPEN AND CLOSE THE CAMERA
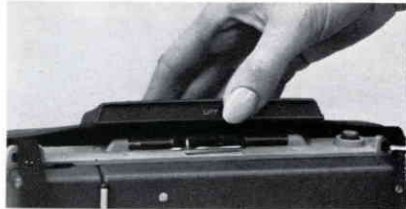
1. Magnet holds cover down. Lift back edge.
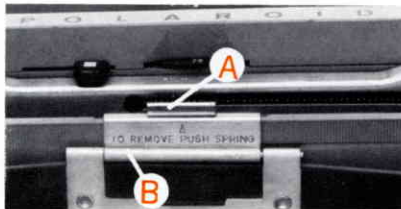
2. To remove it, push spring (A) and lift hinge (B). To replace, slide hinge down over spring.

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

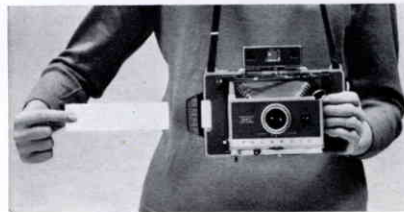**4.** Raise button No. 1; this unlocks camera front.
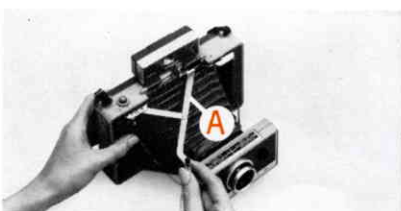
5. Pull camera front out as far as it will go. Be sure locking bar (A) snaps into place. If not, you may get blurred or all-black pictures.
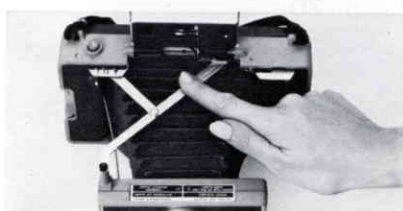
6. To close camera, press down on locking bar and push camera front in until it locks. Fold finder down gently.

When storing the camera be sure that nothing presses on the No. 2 button; if it's depressed even slightly, the battery may be drained.

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 the No. 2 button. To steady the camera, press your elbows into your ribs; rest the camera against your nose.

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 (A) 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 (3½ ft., for example), allow a little extra space between your subject and the top frame line, as shown above. If not, you may accidentally cut off the top of someone's head in your picture.
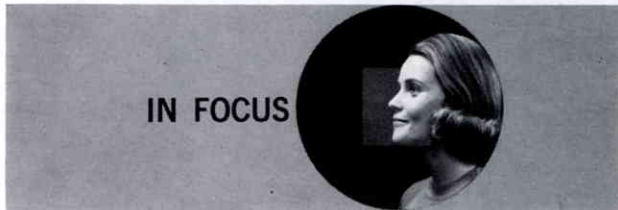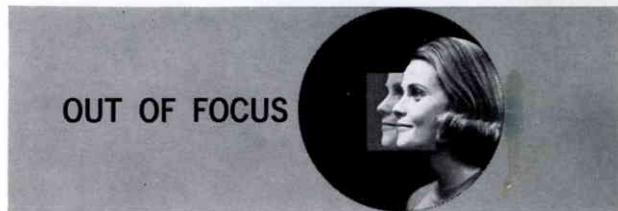
HOW TO FOCUS WITH THE RANGEFINDER

Look through here (B) at the bright spot. ▲　　▼ Push No. 1 buttons.

OUT OF FOCUS

IN FOCUS

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 (B) and aim the bright spot in the center at a nearby subject (about 4 ft. away, for example). You should see two images of your target in 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, you can focus with the camera horizontal, turn it to aim and shoot.

THE CONTROLS . . . AND WHAT THEY DO

AUTOMATIC
340
LAND CAMERA

DARKEN / / / | \ \ \ LIGHTEN

P O L A R O I D

75

75·150·300 SPEED	3000 SPEED ONLY
BRIGHT SUN ONLY	OUTDOORS OR FLASH
BRIGHT SUN OR DULL DAY ALSO FLASH	INDOORS WITHOUT·FLASH
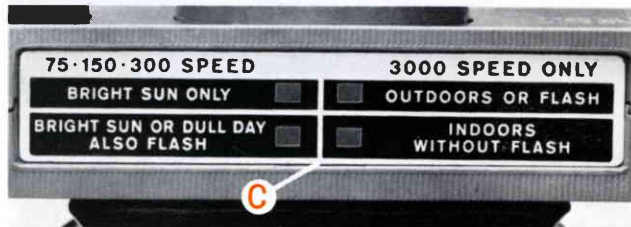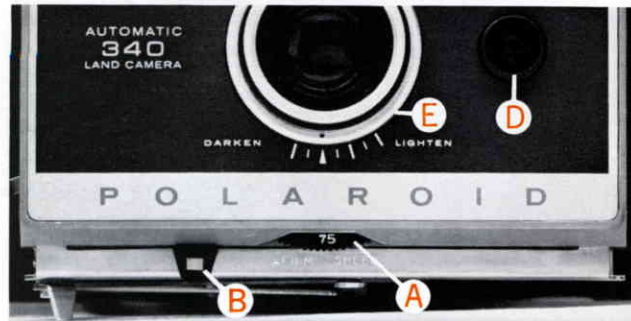
A. **The Film Speed Dial:** It sets the camera for the kind of film you are using. For 75 speed color film, turn it to 75; for 3000 speed black and white film turn it to 3000. The dial has a strong spring and must be turned quite far to set it. The other numbers on the dial (besides 75 and 3000) are for films that may be sold in the future.

B & C. **The Lighting Selector:** It sets the camera for the kind of light with which the picture will be taken. Move the knob (B) sideways to put the yellow square in the Lighting Selector (C) next to the label describing the lighting conditions. When using 3000 speed film look at the 3000 SPEED ONLY side; when using 75 speed color (or any film other than 3000 speed film) look at the 75, 150, 300 SPEED side.

D. **The electric eye:** When you press No. 2 button, the shutter opens. Instantly, the electric eye measures the brightness of the light reflected from the subject and times the closing of the shutter to give correct exposure. It does this for both daylight and flash pictures.

E. **The Lighten/Darken control:** Turning the L/D control adjusts the electric eye so you can make your picture a little lighter or darker than it would be if the L/D control were left at the Normal position (shown here). When and how to do this is explained on page 11.

HOW THE L/D CONTROL MAKES 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 Lighten/Darken 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. If there is a label on the film pack showing a special setting of the L/D control, set the control as shown there and make that the Normal position for all pictures made with that pack. Any adjustment of the L/D control should be in addition to that special setting.

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11

WHAT YOU SHOULD KNOW ABOUT YOUR FILM

This camera uses Polaroid Land pack films. A film pack contains all the materials to make eight pictures. For each picture there is a piece of negative film, a sheet of print paper, and a thin foil container (the pod) filled with the jelly-like chemicals needed to develop the picture.

After snapping the picture, you start development by pulling a piece of paper out of the camera. This drags the exposed negative, a sheet of print paper, and a pod of chemicals between two steel rollers. The pressure of the rollers squashes the pod, spreading the chemicals between the negative and print paper to form a picture "sandwich".

The picture develops outside the camera. After the recommended development time you separate the sandwich and there is your finished picture.

At present there are two Polaroid pack films available: 3000 speed black and white, Type 107, and 75 speed color, Type 108. There may be additional types of film in the future.

You must know the film speed number, 3000 or 75, to set the camera controls correctly.

CAUTION: Please be sure to read the important notice on page 48.

An important label: On some color film packs you may see a label (A) advising you to turn the Lighten/Darken control to a special setting for all pictures made with that pack. Please do so, or your pictures may be too dark.

HOW TO LOAD A FILM PACK

A special request!

As soon as you open the film pack you will begin to accumulate waste paper. There will be more when you develop the pictures. We hope that it won't become litter in the streets or be scattered around the landscape.

What to do with the waste paper? Usually, it will fit into an empty foil bag or film box. Or, if you're planning to take lots of outdoor pictures, bring along a paper bag or other container for waste. Everyone will appreciate this little extra effort on your part.

Open the top of the box. Pull out the film package. Handle it gently, carefully. 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 foil bag along the dotted line and remove the film pack. Discard the moisture absorbing card supplied with color film. Handle the pack by the edges only. With color film there's a set of mounts; with black and white film there's a coater. Please read the instruction sheet. Save the box to carry prints in safely. It can also be very useful when coating black and white prints. **Always open the package and load film in the shade, not in direct sunlight, to avoid fogging the film.**
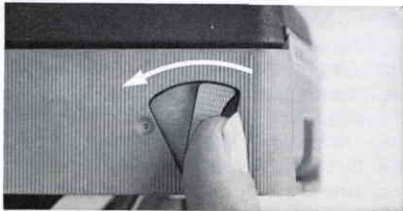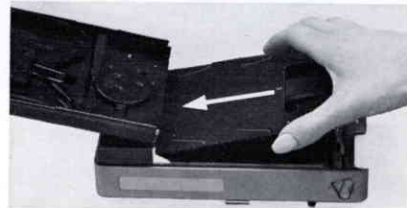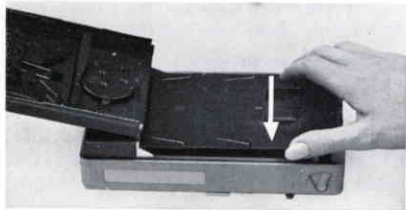
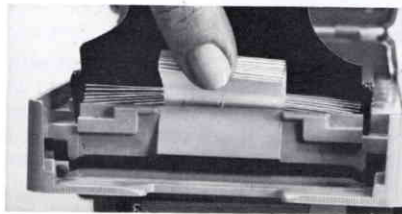**1.** Push the back door latch; the door will pop up.

2. Open it all the way. Are the rollers (A) clean? If not, clean them as described on page 32.


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.
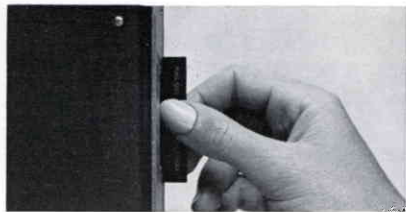

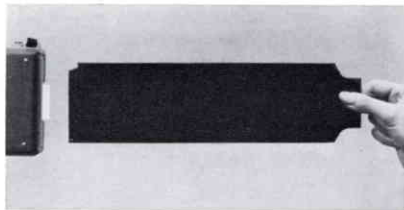**4.** Push the pack down into the camera. You'll feel it snap into place.

5. & 6. Check to be sure that the white tabs are not caught between the film pack and the camera body. 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.
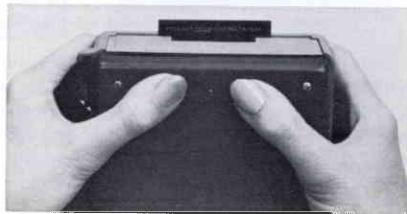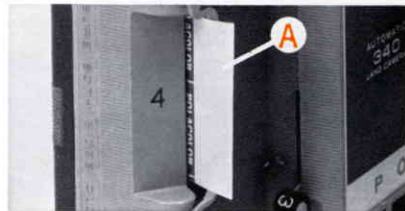
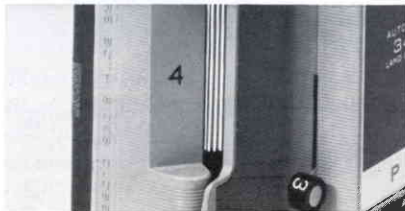**7.** Grip the black tab. This is the end of the safety cover.

8. Pull the safety cover all the way out of the camera without stopping. Don't rip it.
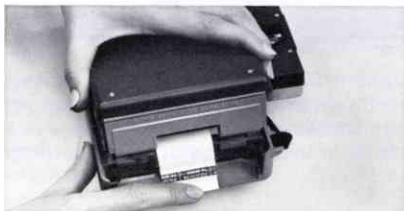
9. With the safety cover out, a white tab (A) should stick out of the small slot (No. 4). Don't pull the tab. You're now ready for picture No. 1.

IF NO WHITE TAB APPEARS

1. If there's no white tab in the No. 4 slot, do the following in the shade or indoors, not in bright sunlight.

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

3. 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 DAYLIGHT AND FLASH PICTURES
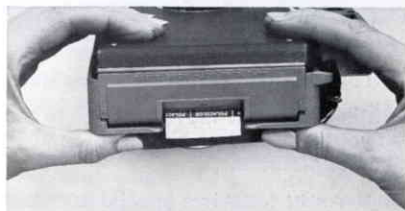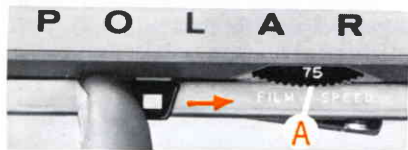
FOR 75 SPEED COLOR

75·150·300 SPEED

BRIGHT SUN ONLY

BRIGHT SUN OR DULL DAY ALSO FLASH

P O L A R

Film Speed Dial (A): Set it to 75.

Lighting Selector: Move the knob to set the yellow square as shown for almost all color pictures.
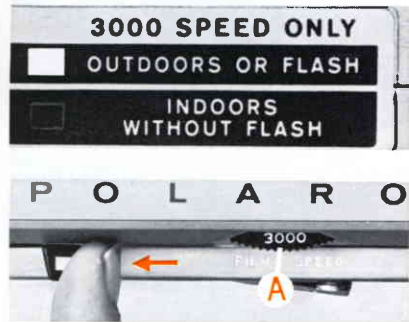
BRIGHT SUN ONLY is a special purpose setting; use it as described on p. 36.

DARKEN   LIGHTEN

Lighten/Darken control: Set it to the Normal position (shown) unless a label on the back of the film pack (A) shows a special setting. You can open the back of a loaded camera to see if there is such a label. If you do this carefully in the shade or indoors and don't move the pack, the film will not be damaged.

FOR 3000 SPEED BLACK AND WHITE

Film Speed Dial (A): Set it to 3000.

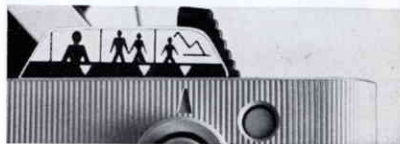**Lighting Selector:** Move the knob to set the yellow square as shown for almost all outdoor daylight pictures and for all flash pictures.

INDOORS WITHOUT FLASH is a special purpose setting for dim light; use it as described on p. 34.

Lighten/Darken control: Leave it at the Normal position (shown) unless you want to make a picture lighter or darker. For some dim light pictures you may have to move the L/D control toward LIGHTEN. See p. 34.
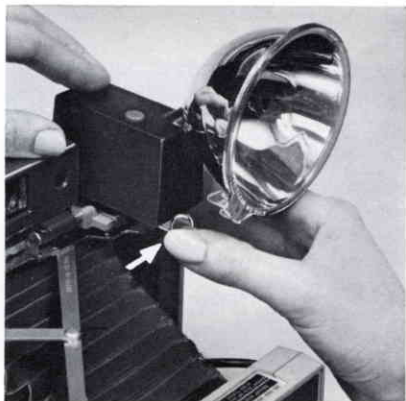

Fast focus scale: Use it only with 3000 speed film. It's shown set for groups 5–10 ft. away (upper picture) and everything past 10 ft. (lower picture). Set it, aim, and shoot. It's handy for fast action shots and scenes.

HOW TO ATTACH THE FLASHGUN

1. Hold the gun as shown and move it toward the camera so the front hook catches the edge of the camera frame.
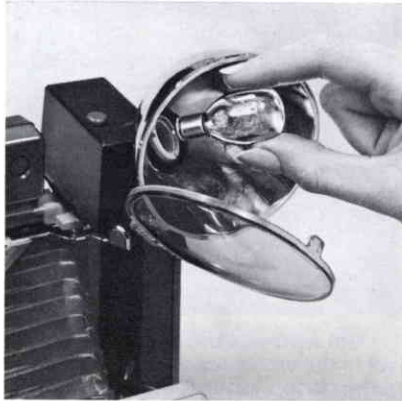
2. Press the back of the gun down and move the lever as shown. When the gun is flat, release the lever. A rear hook on the gun will catch.
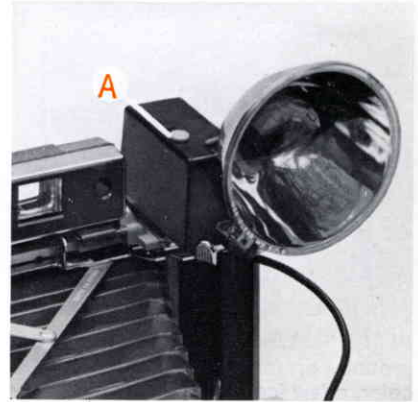
3. Push the plug into the outlet (A). **Remove the plug before making any pictures without flash.** If you don't, your pictures will be too dark.

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.

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

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

HOW TO MAKE FLASH PICTURES

PLACE SUBJECT: Try to have a background, preferably of a light, bright color, a few feet behind the subject.
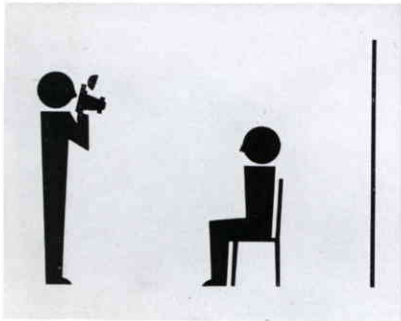
PLACE YOURSELF: For best results, stand about 5 ft. away. Maximum distance is about 10 ft. with 75 speed color film, about 15 ft. with 3000 speed b & w, depending on room size, color, etc.

CHECK that the controls are set for the kind of film you are using (see p. 16).

1. **AIM AND FOCUS:** Frame your subject in the VIEW window. Move your eye to the FOCUS window. Push the No. 1 buttons until the bright spot in the rangefinder shows a single clear image of the most important part of your subject. Then frame your subject again in the VIEW window.

2. **SHOOT:** Press button No. 2 smoothly and slowly, without moving the camera, until you hear a loud click and the flashbulb fires.

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.

YOU ARE NOW READY TO DEVELOP THE PICTURE. SEE PAGE 24.

FLASH PICTURE HINTS

Line up groups: Try to have everyone about the same distance from the camera so they'll be lighted evenly.

Watch the background: It can "fool" the electric eye. If a subject is close to a white wall, the picture may be too dark. Move him a few feet from the wall or set the L/D control two marks toward LIGHTEN. Dark or distant backgrounds may cause very pale faces.

Have plenty of color: White, black, and gray don't improve color pictures.

Spare the eyes: Let your subjects look elsewhere than right at the camera.

Flash dont's: Don't try to make flash pictures in daylight. Don't shoot flash pictures in explosive atmospheres.

HOW TO MAKE DAYLIGHT PICTURES
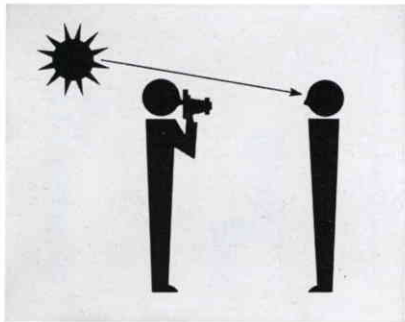
STAND so the light on the subject is coming from behind you or from the side, but not from in front of the camera.
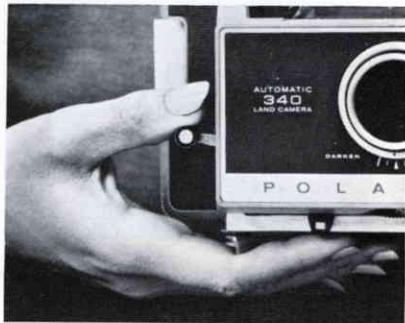
CHECK that the Film Speed Dial, the Lighting Selector, and the L/D control are set for the kind of film you are using (see page 16).

1. AIM AND FOCUS: Frame your subject in the VIEW window. Move your eye to the FOCUS window. Push the No. 1 buttons until the bright spot in the rangefinder shows a single clear image of the most important part of your subject. Then frame your subject again in the VIEW window.

2. SHOOT: Press button No. 2 smoothly and slowly, without moving the camera, until you hear a loud click. When shooting in the shade or in dim light, 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.

DAYLIGHT PICTURE HINTS

The best light for pictures of people: On a very bright, hazy day the light is even and the shadows are soft.

Move in close: The bigger your subject is in the print, the more color and detail you'll be able to see.

Have plenty of color: Look for subjects and backgrounds with big areas of strong, bright colors.

Watch the background: The light on it should be just about as bright as the light on the subject.
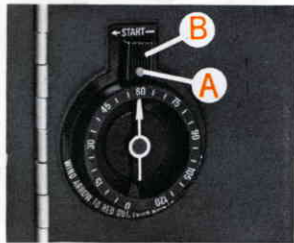
Keep an eye on the temperature: Cold or very hot weather can affect the quality of your pictures. Be sure to read page 27, which explains how temperature affects your pictures.

Lighting to avoid: Bright light behind the subject will "fool" the electric eye. Your subject will be too dark.
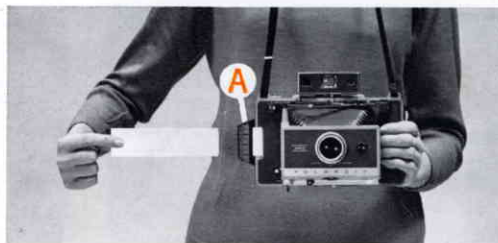
HOW TO DEVELOP THE PICTURE

1. Set the timer: Wind the arrow clockwise as far as it will go, so it stays pointing to the red dot (A). Turn the number dial so the desired time is next to the point of the arrow. To start the timer, move the START lever (B) to the left. Don't start the timer now.

2. Hold the camera as shown: Use your left hand. Your grip should be firm but flexible. Hold the camera a few inches in front of you with your elbows close to your body. Grasp the white tab with thumb and forefinger.
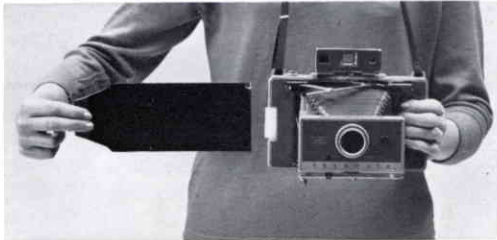
3. Pull the white tab all the way out of the camera: Pull it straight out, without stopping. This causes a yellow tab (A) to pop out of a narrow door in the end of the camera. Don't block this door in any way.

If no yellow tab pops out, stop: Don't pull another white tab; you will waste film. Instead, follow the steps shown on page 28.

Never pull a white tab if you can see a yellow tab: If you accidentally do so, stop. Follow the steps shown on page 28.
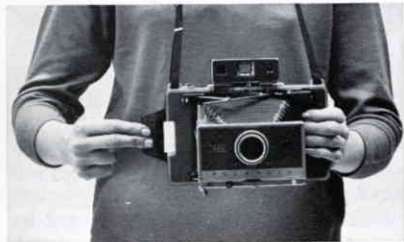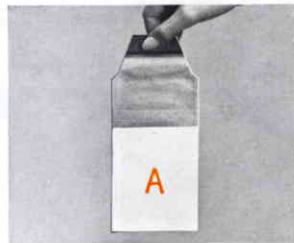
4. Grip the center of the yellow tab.

5. Pull the yellow tab all the way out of the camera: Pull straight, smoothly, at medium speed, without slowing down or stopping.

The picture is now developing outside the camera, so start the timer as soon as you get the tab all the way out.

6. Wait: Develop the picture for the full time given in the film instruction sheet. Let the film hang from the yellow tab without moving, or lay it down flat.

Don't touch or bend the part where the picture is developing (A).

Next page, please.

DEVELOPING (Cont.)

START HERE

7. Separate the print: After the full development time, quickly lift the print away from the rest of the paper, starting from the end near the yellow tab, as shown. **Don't** start at the other end; you will get developer chemicals on your fingers. Don't touch the face of the print. Black and white prints must be coated and color prints should be mounted (see page 29).
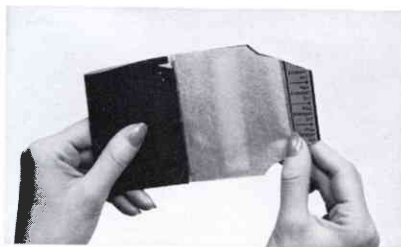
8. Fold up the negative: To avoid touching chemicals left after the print is removed, fold up the negative with the moist side in. Please put it in a wastebasket.

CAUTION: Please be sure to read the important notice on page 48.

DEVELOPING HINTS

Time development carefully: Color pictures that are developed for too long a time will tend to have a bluish tint; if they are developed for less than the full recommended time, they will have a reddish brown tint and the colors will be of poor quality.

Black and white pictures will not be harmed by a few seconds extra development time. If they are developed for less than the recommended time they will have a muddy gray look.

Check the timer: It is designed to be sufficiently accurate for its purpose but should be checked occasionally. If it's fast or slow, allow for this when developing pictures.

Is the print too light or too dark? If so, page 11 tells you what to do.