

Any SPARTUS CAMERA

may be used with this leaflet for Better Flash Pictures.

Ask your dealer to show you the low cost Spartus slide projector.



INDOORS or OUT DAY or NIGHT-

What you see, you get when you take flash pictures with your Flash camera. Since your camera carries its own light, there is nothing to think about except to aim and shoot. Naturally, there are a few simple rules to follow. You want the best results, you will find some tips on the center pages of this leaflet which will show you how to get them. Any film, including

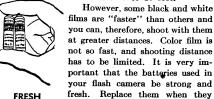


ANY FILM

color film which fits your camera, can be used with flash. Any of the recommended flashbulbs will give

plenty of light for pictures at distances of 5 to 15 feet.

reach their expiration date, even





FRESH BATTERIES

though they have not been used much, rather than taking the chance of missed pictures, wasted bulbs and spoiled film.

It is also important to use the right lamp. Your camera, is made to work best with one particular lamp. For portability, convenience, and low cost, the General Electric Photoflash Lamps are excellent for all black and white snapshooting and for color too.



Other General Electric Lamps THE RIGHT LAMP designed for other types of cameras may not work in yours. So be sure to buy the right G-E Lamp for your camera.

> YOUR SPARTUS CAMERA USES G-E NO. 11 OR G-E No. 5 MIDGET FLASH BULBS

FLASH GETS the PICTURE

G-E PHOTOS USED THROUGHOUT THIS LEAFLET

SNAPSHOTS



The G-E Midget Flashbulb No. 5 is recommended for black and white snapshots. A dozen bulbs can easily be carried in a coat pocket, and they give plenty of light for pictures on black and white film



Flashed in a mirror with camera at a slight angle as shown above, using portrait attachment and midget flash.

at distances from 5 to 15 feet. If the portrait attachment is used to get good, big pictures at 33 to 40 inches, use a flash shield or drape a clean white hand-kerchief over the

reflector so that the light is cut down. This will prevent getting too much light on this picture and will give you a much better result.

If you know you are going to take large groups —

 \bigstar Your pictures can be changed to any shape — if you wish — as these were — when you get them enlarged.



for example, at a wedding—at distances greater than 15 feet, you will want all the light you can possibly get. It is then suggested that you use fast black and white films, such as

Super XX or Super Pan Press. This will allow you to shoot from distances as great as 25 feet, which will let you get quite a lot of the picture.



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From a serious to gay expression is but a split second with small children. Catch their many moods by being ready to shoot fast.

Do not "pose" a boy or girl. Natural lively, shots with flash are much more true to life. Do not snap just one, make a series.

EXPRESSION, not pose, is what makes pictures of people really sparkle. With youngsters and pets it is sometimes best to have one person coax attention and expression while another is ready with a quick trigger just to take the pictures.

In the bath too or anywhere that children play; is a good location for flash shots. Have the camera always ready to record the fun.



Animal pictures are a lot like child pictures. A flash is your best bet to get natural action and expression at any time.

Some of the best pictures are made when ACTION is going on. There is no need to miss it if you shoot flash. The swift flash will catch children at play or the quick motion of the family house pet. Let your subjects move and act natural.

FLASH "SECRETS Www or financia per a Ecx PERTS."

Experts always make their pictures clear and sharp. They use exactly the right amount of light and plenty of it. They come close to what they are shooting and get big detail and clearness.

Planning a Picture Pays Off. Make up your mind ahead of time what you want. Choose your location, get ready, concentrate on your subject, shoot fast.

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Get picture ideas and tips from instruction

Get picture ideas and tips from instruction sheets that come with film, flashbulbs and, your Spartus camera. Ask dealers for free leaflets.

You must get good expressions especially with self-conscious adults. Put them at ease. Talk. Be ready. Flash will get what you want the instant you see it.

Look beyond your subject before shooting. Change position if you must to get a better background. Pose people against plain walls. 5

Use a portrait attachment to get sharp focus in close with your Spartus camera. This makes extra big, clear pictures.

Good Pictures tell a story. Except when making portraits, give your subjects something to do. The swift flash will stop any normal human action.

Clip and save good shots from newspapers and magazines. Use them as a guide to good

pose and composition next time you shoot.

7

Always hold the camera rock-steady at the moment of exposure. Better yet, put it on a solid support, such as a table, if you can.

8

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GET CLOSE — ENLARGE — to show the fine quality of flash pictures your Spartus camera makes. Often a part of a picture makes a far better shot than the whole thing. Extra big prints of your best photos can be trimmed to make them even better.

The heart of a picture is often nearly lost in its surroundings. Here is a snapshot of a young model builder at his hobby.



In a slightly enlarged print with the bottom and sides cut away the photo shows better composition and detail.

OUTDOORS AT NIGHT your Spartus camera with G-E flashbulbs can capture vivid, unusual memorable scenes. It can take in groups and objects as much as twenty-five feet from the camera. Even in the darkest night, flash gets the picture.

It is best when shooting groups to move around so that you cut off anyone near the camera. Anyone close may be overlighted.



Make individual shots too, when groups are busy. Candid action is easy to get, and far more fun to flash than stiff, posed pictures.

FLASH for the BEAUTY of COLOR

Flash is ideal

for color photography because you always have a known amount of light at your command.

However, for the best color, the proper filter should be used, because the flashbulb gives light which is a little bit blue for most color films.

It is usually better to use G-E No. 5 lamps for pictures from five to eight feet(see instructions for your camera).

For portraits, with the portrait lens at around 33 inches, cut down the light by using one or two



layers of clean white handkershief over the bulb, with a lamp like the 5, depending upon the speed of the color film used.



OUTDOORS

Outdoors in the sunshine, beautiful effects can be had using Daylight color films and Blue flashbulbs.

It is particularly important in color photography to have plain light-colored backgrounds and keep your subjects fairly close to the background so that it too gets plenty of light from the bulb. Soft colors are often more striking in color photography than brilliant ones. Naturally, all the other considerations which apply to flash photography as the experts do it, apply particularly to color photography. Always read the instruction sheet packed with any color film you buy, as a variety of types are now available. This will tell you whether or not to use a filter, and will have suggestions as to proper shooting distances.

INDOORS



OUTDOORS EVEN IN THE SUNSHINE

Facing the sun makes people squint and frown. Turn them so that the sun strikes from the side or even from the rear, and would use it indoors, either

then use the flash exactly as you would use it indoors, either in black and white or in color. You will be amazed at the brilliance of the results.



The Whole Family

Photography with the Spartus flash camera is so simple and the camera is so rugged that all members of the family should get in on the picture fun. Mother and the youngsters have many opportunities to get good pictures as things happen. Be sure you have plenty of flashbulbs of the proper type on hand. Be sure that the camera is always loaded and ready and be sure that everyone knows how to use it. Your album will grow, will rapidly be filled, with priceless pictures.

FLASH MAKES THE DIFFERENCE

In these two pictures flash makes all the difference between success and probable failure. See how flash saved the day by lighting



up all the shady parts of the scene. The two children enjoying a fishing adventure are sideways to the sun. You can get precious pictures of holidays, good times, vacation fun with flash in any light if you



shoot fairly close. And at the zoo—the light is often bad for picture taking. Indoors or out, flash again gets the picture, or makes a good picture better.