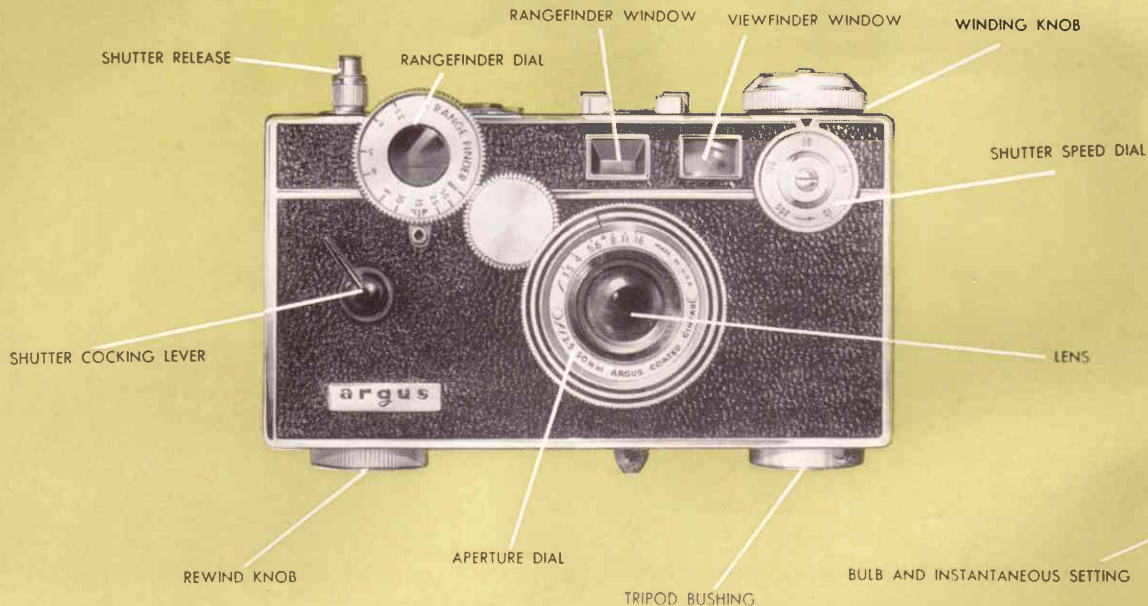


*Here is your  
Argus C-3*

**...world's most popular 35mm camera**

# *Important Components* **of your**

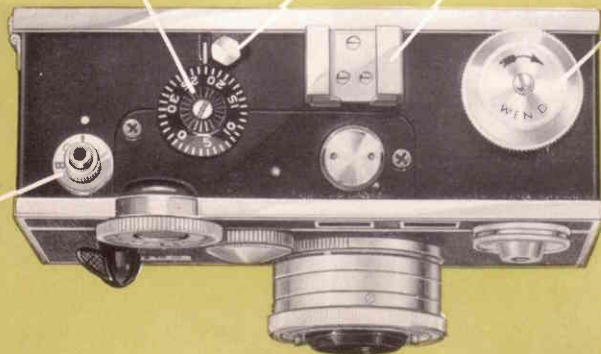


# *new Argus C-3*

The Argus C3 is the world's first choice of all 35mm cameras. Its wonderful combination of advanced design features will provide you with a lifetime of picture-making pleasure. This little booklet will help you to become more familiar with the C3 more quickly, and bring you fullest enjoyment from its use.

If you plan to take a trip, expose a practice roll or two of film so that you may become familiar with the operation of your new camera.

FILM COUNTER DIAL      FILM CATCH      ACCESSORY SHOE      WINDING KNOB



## CONTENTS

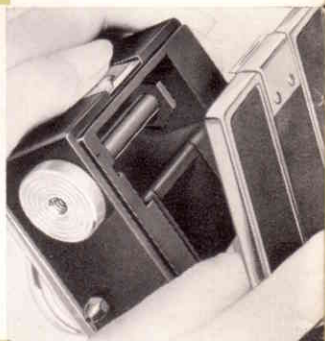
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**Argus Cameras, Inc.**  
Ann Arbor, Michigan

*Loading*

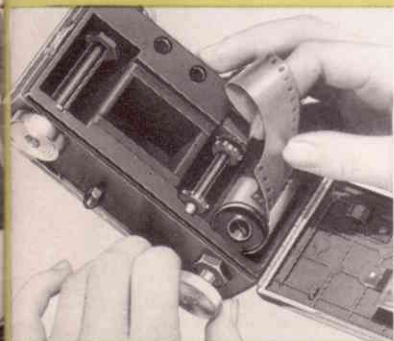
***your Argus C-3***

Your Argus C3 takes 35mm film cartridges; 20 or 36 pictures per load; color or black-and-white.



Open the camera by depressing the catch at the end of the camera.

2



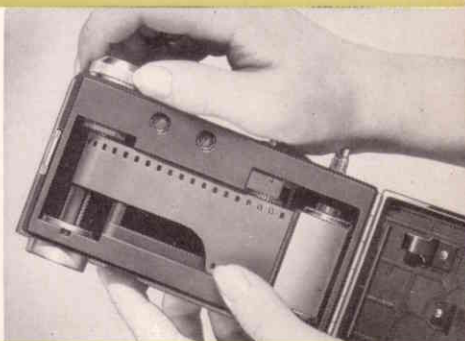
Pull out Rewind Knob on the bottom of the camera, and insert the 35mm cartridge. Then push in Rewind Knob (it may be necessary to turn it slightly).

3



Thread end of film completely through the slot on the Take-up Spindle. Turn Wind Knob approximately one-half turn until film folds under itself and is secure on shaft.

4



Give Winding Knob a couple of turns to make sure film is secure on Take-up Spindle. Make sure sprockets engage holes in film. If sprockets stop turning, release Film Catch. (See Illustration 5.) Close camera back, making sure the back cover lock slides over the case catch and securely engages it.

5



6



7



Turn Winding Knob as far as it will go without forcing. Hold down Film Catch, and turn Winding Knob about a quarter of a turn. Release Film Catch and wind as far as knob will turn. Repeat this operation again in order to take up proper amount of film leader.

After advancing the film as explained in Step 5, set Counter Dial by turning it counter-clockwise (to the left) until "O" is opposite index line. The Counter Dial indicates the number of pictures taken. The camera is now ready for the first picture.

The Bulb and Instantaneous Setting must be set at "I" when using shutter speeds on the Speed Dial.

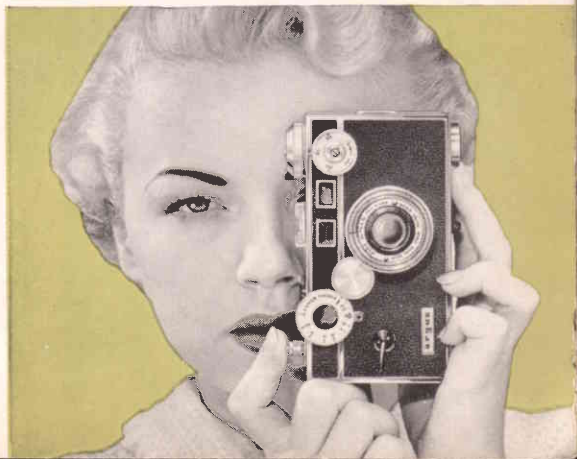
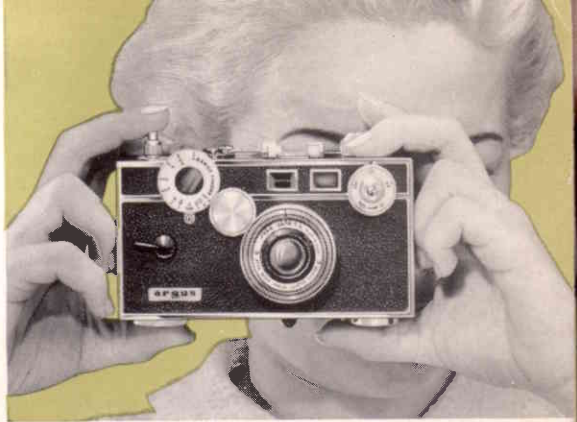


## ***How to***

# *Hold the Camera*

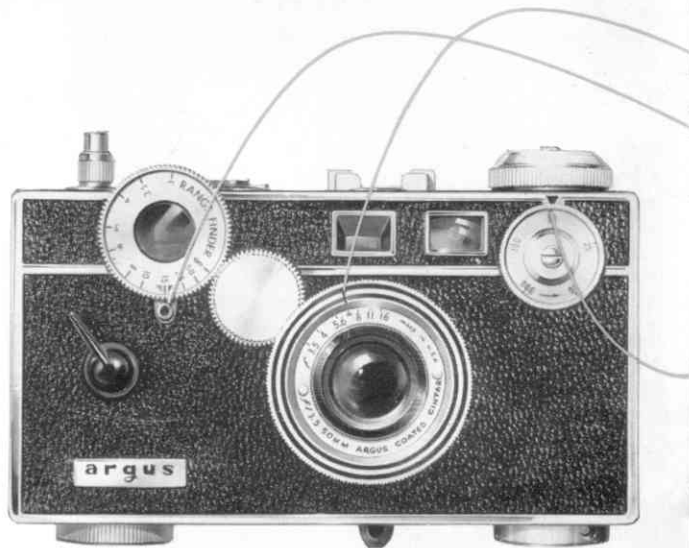
You may hold your C3 either vertically or horizontally. To "see" your picture, look through the Viewing Window—it's the left one. Then compose the subject just as you want it.

Be sure to hold the camera steady at the moment the picture is taken, and squeeze the Shutter Release smoothly—using the trigger squeeze action. Care should be taken that the finger does not interfere with the up-stroke of the Cocking Lever when the Shutter is released.



# *Taking Pictures*

***It's as easy  
as 1-2-3 with  
COLOR-MATIC  
settings***





There are only three quick settings needed to take fine pictures with your Argus C3.

**1** LENS OPENING OR F-STOP

**2** DISTANCE SETTING

**3** SHUTTER SPEED

Your Argus C3 has "COLOR-MATIC settings" for your convenience in making quick adjustments for all average scenes in bright sunlight. Each of these *three settings* is shown in colored markings on the camera.

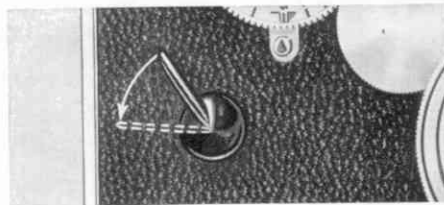
**SET ALL THREE DIALS ON YELLOW**  
(as shown at left) when using  
Kodachrome color film.

**SET ALL THREE DIALS ON RED**  
when using Ektachrome or Ansco-  
chrome color film and when using  
Plus X or Supreme black-and-  
white film.

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For handy reference COLOR-MATIC settings are listed inside the cover of your C3 carrying case.



Cock shutter by pushing down Shutter Cocking Lever as indicated by the dotted lines in the illustration. You are now ready to take your picture.

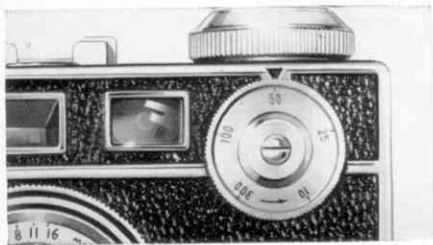
# *The Next Picture*

After each picture is taken, make it a practice to wind the film immediately so the camera will be ready for the next picture. Hold down the Film Catch, and turn Winding Knob about a quarter of a turn. Release Film Catch and continue to wind as far as Knob will turn without forcing. Once you've wound the film, the Counter Dial tells you the number of the picture you have taken.

**Note:** Be sure to cock the Shutter before taking the next picture.



As you become more familiar with your Argus C3, you may want to photograph varied subjects under many different lighting conditions, indoors and out. The versatile C3 has a complete range of lens openings, shutter speeds and a lens coupled Rangefinder so that you can take advantage of every picture possibility. These are described in the following pages.



The Shutter Speed Dial controls the length of time the Shutter will be open to light. To adjust the Shutter, turn Shutter Speed Dial counter-clockwise (to the left) until desired shutter speed is opposite index mark. The extra tension when setting Speed Dial at 10 is a normal condition.

## Shutter Settings

The Bulb and Instantaneous Setting must be at "I" when using shutter speeds on the Speed Dial. For exposure longer than 1/10 second, turn knurled base of Shutter Release clockwise  $\frac{1}{4}$  turn until "B" is opposite white dot. When set at "B", pressure on the Shutter Release opens the Shutter, and it remains open until pressure is released. When thus set, the camera must be on a tripod or other steady support.





The lens setting determines the size of the opening through which the light passes when the shutter is open. Adjustments are made by turning the Aperture Dial to bring the correct f-stop number opposite the index mark. (in-between settings can also be used).

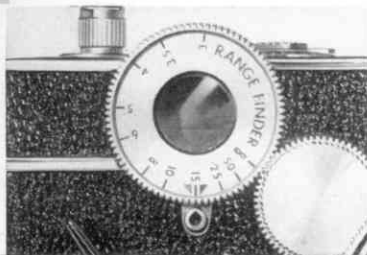
# Lens Setting **or f-stop**

## OUTDOOR EXPOSURE GUIDE

(FOR AVERAGE SUBJECTS)	SHUTTER SPEED	BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	CLOUDY DULL
Ektachrome Daylight Anscochrome Daylight	<b>100</b>	f:8	f:5.6	f:4	f:4, shutter speed of 50
Ektachrome Type F* Anscochrome Flash Type* (*with 85C-type filter)	<b>100</b>	between 5.6 & 8	between 4 & 5.6	f:3.5	f:3.5, shutter speed of 50
Kodachrome Daylight (or indoor type with correction filter)	<b>50</b>	between 5.6 & 8	between 4 & 5.6	f:3.5	f:3.5, shutter speed of 25
Kodak Tri-X	<b>300</b>	f:16	f:11	f:8	f:5.6
Ansco Ultra Speed Pan Kodak Plus-X	<b>100</b>	f:16	f:11	f:8	f:5.6
Ansco Supreme	<b>100</b>	f:11	f:8	f:5.6	f:4
Kodak Panatomic-X	<b>50</b>	f:11	f:8	f:5.6	f:4

Smallest opening is provided at f:16. Turning dial clockwise to next f-stop number opens lens for twice as much exposure as at each previous setting (except f:3.5, which adds only half again as much as at f:4). Turning dial in opposite direction cuts exposure in half at each f-stop.

Settings in this chart are for average subjects at shutter speed shown. Open lens one half stop more for very darkly colored subjects; close lens one half stop for very light subjects.



Subject out of focus

## Focusing

The Argus C3 is equipped with a built-in rangefinder which is coupled to the Lens. To focus the camera, look through the right-hand eyepiece on the back of the camera and turn the knurled Rangefinder Dial with your finger until you see only one clear image. (see illustration at right)

The bottom half of the "split image" is yellow to help you see the line along which your subject will be divided when the camera is not in focus.

**Note:** It is also possible to "guess focus" by estimating the distance and setting this figure on the knurled Rangefinder Dial opposite the index mark.



Subject correctly focused

# Depth of Field

For every different lens and focus setting there is a range of distance within which your pictures appear in sharp focus. The "depth of field" table indicates that range. For example: With your C3

focused on 15 feet, and the Lens set at f:8, all subjects between 8' 8" and 56' 7" will appear sharp. By referring to the table, you can readily determine the depth of field for any lens and focus setting.

DISTANCE FOCUSED ON	f:3.5		f:4		f:5.6		f:8		f:11		f:16	
	SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED	
	FROM	TO	FROM	TO	FROM	TO	FROM	TO	FROM	TO	FROM	TO
3'	2'10"	3'2"	2'10"	3'3"	2'9"	3'4"	2'8"	3'6"	2'6"	3'9"	2'4"	4'2"
3.5'	3'3"	3'9"	3'3"	3'10"	3'2"	3'11"	3'	4'2"	2'10"	4'6"	2'8"	5'3"
4'	3'8"	4'4"	3'8"	4'5"	3'6"	4'7"	3'4"	4'11"	3'2"	5'5"	2'11"	6'5"
5'	4'6"	5'7"	4'6"	5'8"	4'3"	6'	4'	6'7"	3'9"	7'5"	3'5"	9'7"
6'	5'4"	6'10"	5'3"	7'	5'	7'6"	4'8"	8'5"	4'3"	10'	3'10"	14'3"
8'	6'10"	9'8"	6'8"	9'11"	6'3"	11'	5'9"	13'1"	5'2"	17'2"	4'6"	35'10"
10'	8'3"	12'9"	8'	13'3"	7'5"	15'2"	6'9"	19'6"	6'	30'4"	5'1"	∞
15'	11'4"	22'1"	11'	23'9"	9'11"	30'11"	8'8"	56'7"	7'5"	∞	6'1"	∞
25'	16'3"	54'2"	15'6"	65'	13'5"	180'2"	11'2"	∞	9'3"	∞	7'3"	∞
50'	24'	∞	22'4"	∞	18'4"	∞	14'5"	∞	11'5"	∞	8'5"	∞
100'	31'8"	∞	28'9"	∞	22'5"	∞	16'10"	∞	12'10"	∞	9'2"	∞
∞	46'2"	∞	40'4"	∞	28'10"	∞	20'2"	∞	14'8"	∞	10'1"	∞

Above table based on circle of confusion .002" (1/500")

Focal length—50mm (1.9685")

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# Unloading

When Winding Knob stops turning before the Counter Dial reaches the next consecutive number, you have taken all the pictures on the roll. Before removing film, first rewind the film with Rewind Knob on bottom of camera. Continue to rewind film into cartridge until Counter Dial stops turning. One or two extra full turns will insure complete film return into the cartridge. Then open back of camera, as in loading, and remove film cartridge.

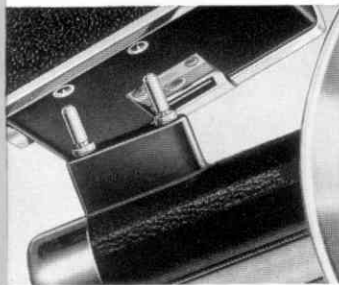
**Note:** Color films should be processed as soon as possible after exposure. Take all types of film to your Argus Dealer for developing and printing.



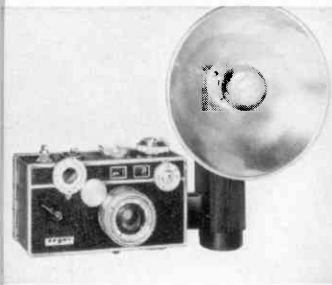
# *Taking Flash Pictures*



Unscrew the bottom cap of the flash gun and insert two size C photoflash batteries. Be sure the batteries are fresh.



To attach flash gun to your C3, simply plug it into the side of the camera. Caution: Do not have a flash bulb in the gun when attaching it to the camera.



After attaching flash gun to your C3, insert a flash bulb, pushing it in as far as it will go. Pressing red button at top of gun ejects bulbs automatically.

It's just as easy to take flash pictures--indoors, at night, or under any poor lighting conditions--as it is to take outdoor pictures in bright sunlight. On the opposite page you will find complete instructions for flash exposure settings.

# Flash Exposure Guide for **BLACK and WHITE and COLOR**

Guide numbers are given in the table below for combinations of popular films and flashbulbs. By dividing the appropriate guide number by the number of feet between your camera and the picture subject, you obtain the correct lens setting.

**EXAMPLE:** For Ektachrome Type F and No. 5 flashbulbs, the guide number is 115. With a subject at 10 feet, divide 115 by 10, which equals 11.5. Set the lens opening at f:11.

Your C3 is automatically synchronized for all types of midjet bayonet-base bulbs and for electronic flash with "X" delay.

Use a shutter speed of 1/25 second (marked in green on the shutter speed dial) with ALL flashbulbs.

With electronic flash units, any shutter speed between 1/25 and 1/300 may be used.

\*82B-type filter required.

\*\*81C-type filter required.

M2-type flashbulbs require a special reflector. Guide numbers are supplied by film and bulb manufacturers.

**GUIDE NUMBERS FOR ELECTRONIC FLASH UNITS ARE FURNISHED BY THE UNIT'S MANUFACTURER.**

Flashbulbs occasionally shatter, and to avoid possible danger, a protective shield may be used over the face of the reflector.

FILM ▼	FLASHBULB ►	SM or SF	BANTAM 8	5 or 25	5B, 25B
Ektachrome Type F		55*	85	120	—
Ansochrome Flash Type					
Kodachrome Type F		45*	70	95	—
Kodachrome Type A		55	55**	80**	—
Ektachrome Daylight		Use blue flashbulbs with Daylight color film			88
Ansochrome Daylight					48
Kodachrome Daylight					
Kodak Tri-X		160	190	300	—
Anso Ultra Speed Pan		110	120	210	—
Kodak Plus-X					
Anso Supreme		80	80	155	—
Kodak Panatomic-X		60	65	110	—

**NEVER USE FLASH IN AN EXPLOSIVE ATMOSPHERE**

# **New Argus-Sandmar** *Interchangeable*

GIVE YOUR C3 THE PERFORMANCE OF CAMERAS COSTING HUNDREDS OF DOLLARS MORE



The C3 Telephoto Lens is a truly candid lens. It cuts distance in half so that you can take close-ups from far away when your subjects are natural and relaxed. You'll find it ideal, too, for true-perspective portraits, wild-life close-ups.

The Telephoto Lens is a color-corrected, four element 100mm f:4.5 lens, and is easily installed. It couples automatically to rangefinder and has smooth helical focusing, a built-in sunshade and filter holder, and many other precision features.

# Lenses



These three pictures were made with the C3 camera at the same distance from the subject



**This picture was made with the regular C3 Cinar Lens**



... this one with the C3 Telephoto Lens



... and this one with the C3 Wide Angle Lens

**The C3 Wide Angle Lens gives you broader and taller pictures—the area photographed is actually 87% greater. It's ideal for group shots and sports scenes, indoors or out, and wherever there is no room to step back from your subject.**

Features include a color-corrected 35mm f:4.5 lens; automatic rangefinder coupling; click stop lens settings; depth of field scale; handy slip-on viewfinder; sunshade and filter holder; and a host of others.

## Removing the Lens



## Replacing the Lens

The Cintar f:3.5 Lens is removable to permit use of the C3 Wide Angle Lens and Telephoto Lens. You may also want to remove the regular Cintar Lens in order to use it on an enlarger.

- 1** Set Rangefinder Dial at 3 foot mark.
- 2** Unscrew Cap from Idler Gear which couples the Rangefinder Dial to the Lens.
- 3** Lift out Idler Gear.
- 4** Unscrew Lens by turning it to the left\*. If Lens has not been removed from camera for a long period of time, it may take a little extra effort to unscrew it from the camera. Do not loosen or remove any of the assembly screws in the Lens Mount.

\*Avoid any possible damage to shutter after lens is removed.

- 1** Screw Cintar Lens into camera, turning to right *past resistance point* until seated firmly.
- 2** Turn Lens back to left until a wide range of gear teeth are opposite Idler Gear shaft, then drop in Idler Gear.
- 3** Now turn Lens to right as far as it will go. This will position Lens exactly at infinity. Lift out Idler Gear again, being careful not to disturb Lens position. Set Rangefinder Dial exactly on infinity by turning to right. Replace Idler Gear, being careful not to disturb positions of Lens or Rangefinder Dial.
- 4** Set Rangefinder Dial at 3 foot mark and screw on Idler Gear Cap. Camera is now ready for picture taking.



**Best way to view your color slides**

# *Argus Automatic 300 Projector*



The finest optical system yet devised for slide projection, now combined with a complete, convenient system for viewing, indexing and storing your highly-prized color slides—automatically. The wide-angle f:3.3 lens projects big pictures, even in a small room. Silent, powerful blower and special heat absorbing lens protect your valuable slides. Projector, blower, changer, and space for extra slide magazines all designed into a handsome, luggage-style carrying case. It's the perfect complement to any 35mm camera.

# Additional Facts

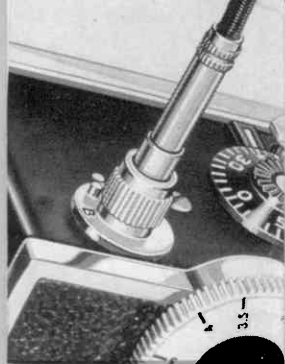
**about your Argus C-3**



**Tripod Bushing** on the base of the camera will accommodate any standard tripod. A tripod should be used whenever the picture requires that the camera be held perfectly still.

In order that you may enjoy a full range of photographic pleasure, your Argus C3 has been designed to accommodate a tripod, cable release, and other helpful accessories.

**Cable Release** is useful in avoiding movement when the camera is on a tripod or other steady support. Your C3 shutter release is threaded for the ASA standard cable release, and your Argus Dealer can supply you with one.



**Filters** can be attached to your C3 by using a slip-on adapter ring or an adapter ring which threads into the lens mount. Your Argus Dealer can supply you with the proper adapter ring and a choice of filters. He will be happy, too, to show you how filters can be used for special effects or more accurate tone values.

# Specifications

---

**PICTURE SIZE** . . . 1" x 1 $\frac{7}{8}$ " transparencies in 2" x 2" mounts; or 3 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ " standard photo-finishers' prints.

**FILM SIZE** . . . 35 mm roll cartridge.

**LENS** . . . 50 mm (2") Argus Cintar f:3.5 color corrected, coated anastigmat; diaphragm openings from f:16; rangefinder-coupled, automatic focusing, 3 ft. to infinity; hyper-focal distance, 46'2" at f:3.5; field covered 27° x 40° angular at infinity; removable for interchange with C3 Tele-photo and Wide Angle accessory lenses.

**SHUTTER** . . . Behind-the-lens type; accurately controlled speeds at 1/10, 1/25, 1/50, 1/100, 1/300 plus bulb (B); body release, threaded for standard ASA cable; manually cocked; automatically synchronized for flash at 1/25 shutter speed with "X" (zero) delay for use with Medium and Fast peak flash lamps and X-delay electronic flash.

**FLASH** . . . Plug-in type, automatically fired through mounting contacts at side of

camera; battery case accommodates two standard size "C" photoflash cells or a B-C power unit; 5" polished reflector with bayonet type socket for all midget base lamps; push-button lamp ejection.

**LENS ACCESSORIES** . . . Outside diameter of lens mount takes 41mm slip-on adapter ring and series VI filters and supplementary lenses; threaded inside diameter of lens mount takes screw-in filters and lenses.

**OTHER FEATURES:** Rugged, molded body with leather-grain and bright metal trim, 5 $\frac{1}{4}$ " x 2 $\frac{3}{4}$ " x 2", weight 24 oz.; hinged, die-cast metal back; automatic exposure counter; color-matic settings for aperture, shutter speed and distance for average subjects in bright sunlight; tripod socket; permanently attached film take-up spool; genuine saddle leather, eveready-type carrying case with shoulder strap.

# Lifetime Guarantee

*Your Argus C3 camera was manufactured, inspected and tested by skilled camera craftsmen. It is automatically guaranteed when purchased to be free of defects in workmanship or material during its lifetime. If any servicing is necessary because of imperfections in materials or workman-*

*ship, your camera will be factory serviced without charge.*

*Argus equipment which has been damaged, mishandled or worn from extended use will be factory serviced at established rates. Used or rebuilt equipment is not covered by this guarantee.*

**ARGUS CAMERAS INC., ANN ARBOR, MICHIGAN**  
**ARGUS CAMERAS OF CANADA, LTD., TORONTO, ONTARIO**

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