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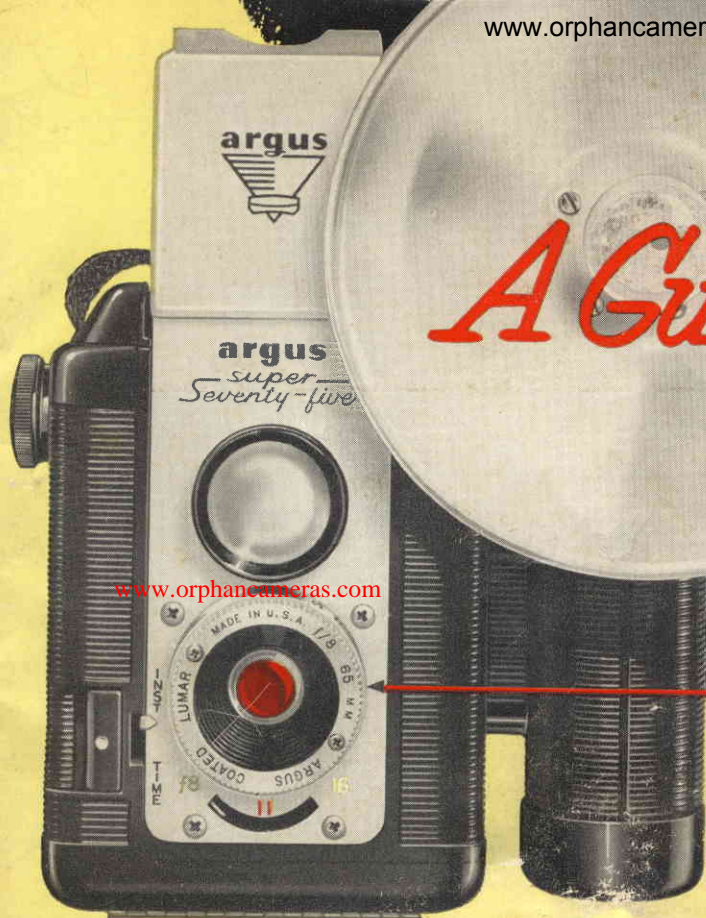
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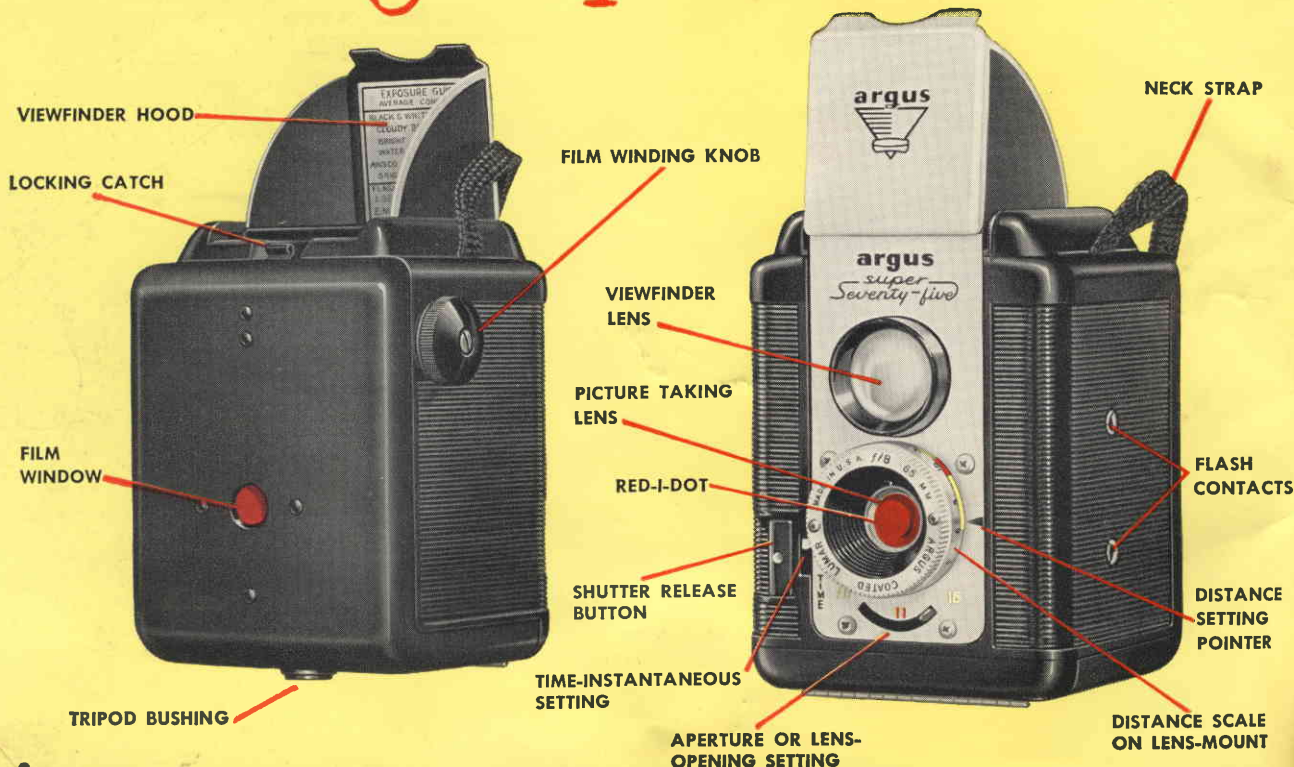
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# *A Guide to Fun*

with your  
new **argus**

*Super 75*

# Getting Acquainted **with your**



# Argus Super Seventy-five

Congratulations! In purchasing your new ARGUS Super 75, you have acquired a really excellent camera with modern features that virtually guarantee high quality pictures.

Your Argus Super 75 is a reflex-type camera. The upper lens, combined with the big, brilliant viewing glass, lets you see the whole picture—just as it will be on your prints—before you snap the shutter. When you release the shutter your picture is captured on film through the lower lens. This is the famous Argus f-8 Lumar Lens, precision ground and coated for crisp black-and-white or gorgeous color, indoors or out. The adjusting lens-mount enables you to focus your Argus Super 75 for excellent pictures with sharp detail. And the lens opening can be varied for any normal light condition—cloudy or bright, your exposure is right!

EXTRA features have been engineered into your Argus Super 75. The flash attachment plugs right into the side of your camera and synchronization is built-in. A double exposure preventer makes certain that you don't ruin a good shot by taking another one on top. And COLORMATIC settings make flash pictures as easy as A-B-C.

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# Loading

## Use only size 620 FILM

Any popular 620 size black-and-white film used in your Argus Super 75 will give you excellent pictures. Follow the manufacturer's exposure recommendations packed with each roll.

Eastman Kodacolor will give you snapshots in full, natural color. For beautiful color transparencies, use Eastman Ektachrome or Ansco Color.

Always load or unload your camera in subdued light. A roll of film can be "fogged" along the edges if exposed to bright sunlight.

If you're planning a trip or shots of some special event, expose a roll or two for practice first and see the results.



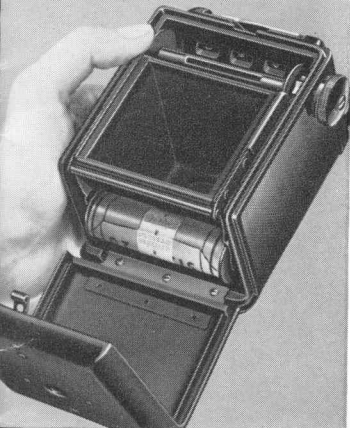
1

To open the back of your camera, merely press back the locking catch with your thumb or forefinger. You will note that the back is hinged for convenient opening. Remove the empty spool packed in the lower film compartment.



4

While holding the leader against the spool as shown, give the winding knob two or three turns to secure the end of the leader on the spool. Close the camera back and be sure the locking catch is engaged on the pin.



2

Place the empty film spool in the upper compartment by engaging the end slot of the spool with the key on the film winding device; then drop the other end into place. Without breaking the seal on the new roll of film, place it in the lower compartment, engaging the pins in both ends of the spool.



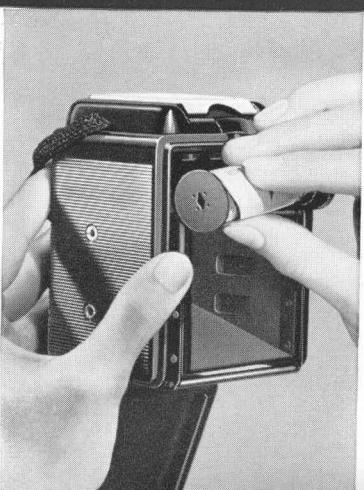
3

Be sure the film is inserted to unroll as shown in the illustration. Now break the paper seal and pull out about six inches of the paper leader over the small roller at the bottom of the frame. Insert the end of the leader through the slots in the empty spool, slipping it through the longest slot first.



5

Turn the film winding knob until the figure (1) appears in the center of the red window on the back. Winding the film also cocks the shutter automatically. Your ARGUS Super 75 is now ready for your first picture.



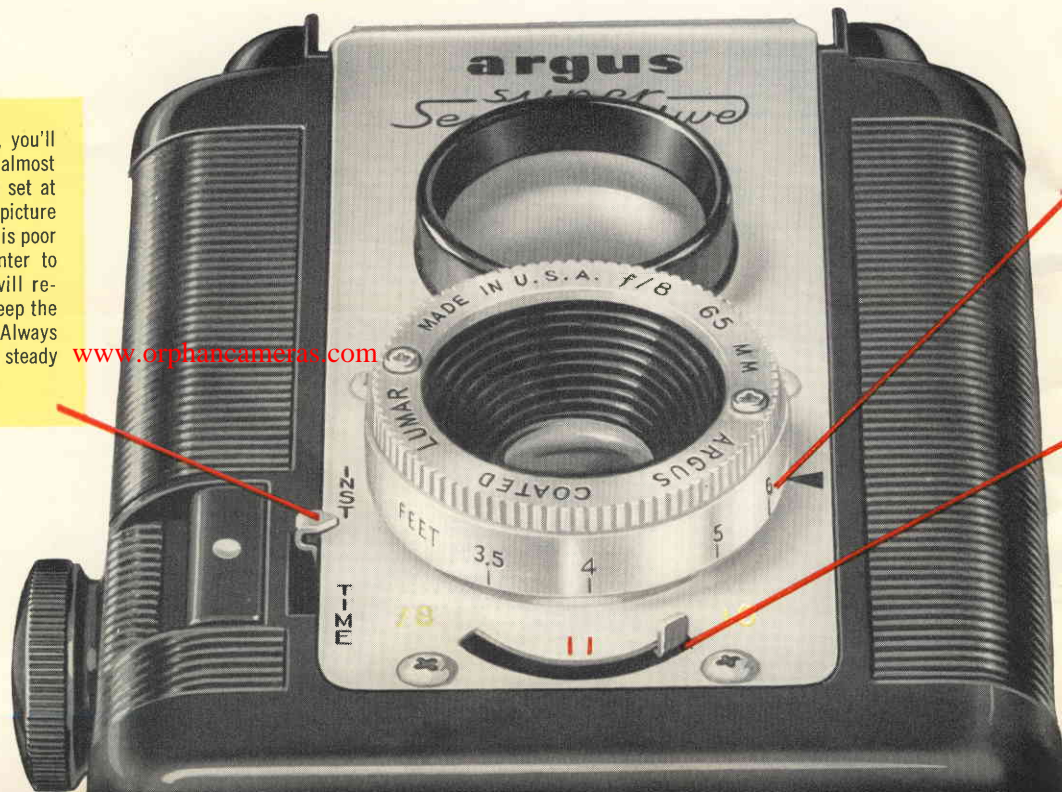
## Unloading

As soon as you have taken all exposures on the roll, give the winding knob about six complete turns to take up the remaining protective paper. Then open the camera back, remove the film carefully so it remains tightly rolled, seal it, and keep it safe from bright sunlight. Have your film developed as soon as possible.



# *Just 2 Easy Settings* for Perfect

Next to the shutter release, you'll find a movable pointer. For almost all pictures you'll want this set at "INST." When interesting picture opportunities arise and light is poor for snapshots, set the pointer to "TIME" and the shutter will remain open as long as you keep the shutter release depressed. Always use a tripod or some other steady support for time exposures.



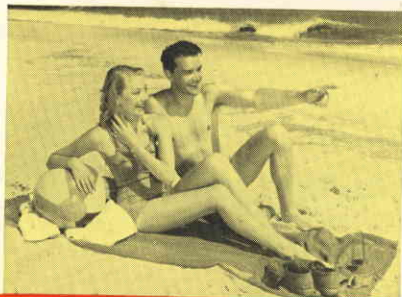
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## Pictures

On the lens mount you'll find a distance scale in feet. To bring your picture into sharp focus, estimate the number of feet between the camera and your picture subject. Then turn the lens mount to bring that number opposite the black pointer on the right.

Below the picture-taking lens you'll find an indicator which can be set for f:8, 11 or 16. CAUTION: Do not set it *between* these numbers, or you will not get a picture at all. These numbers refer to lens openings which admit more or less light when you release the shutter. The illustrations to the right explain the use of these settings.

The colored markings used for the f-numbers and on the lens mount are your COLORMATIC guide to better flash pictures. You'll find an explanation of the easy use of Argus COLORMATIC settings on page 10.



On very bright, sunny days, for very light subjects, use f:16.



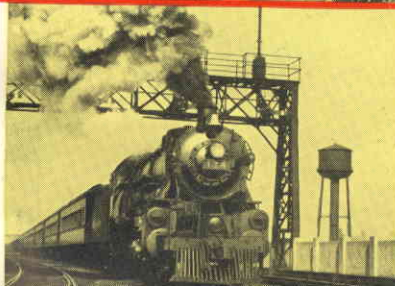
Beach scenes, distant landscapes, snow scenes.



For average, bright sunlight and average light and dark subjects, use f:11.



This is the right setting for most snapshots in good, outdoor sunlight.



For average subjects on hazy days, or for very dark subjects in good light, use f:8.



Also use this setting for average subjects in late afternoon sunlight.



**Check these points every time  
you take a picture:**

Wind the film  
after each exposure  
so you'll be ready  
for the next picture.

Compose your  
picture carefully.

Be sure your  
shutter is set  
for "INST"  
for snapshots.

Make certain  
your lens  
is set for  
proper distance.



*Redi-dot*

Remember, winding the film to the next number cocks the shutter and shows the RED-I-DOT in your lens. You can't double expose your picture. Correct exposure is very important; check your f-number setting, making sure it is not set between numbers.

**Now you're ready to**

To take the picture, hold the camera as the girl does in the photo to the right. What you see in the brilliant viewfinder will be exactly what you'll get in your finished picture—so give some thought to everything you see in the picture you're composing.

Hold the camera steadily against your body with both thumbs pressing against the back of the camera. When you see just the picture you want in the viewfinder, hold your breath for an instant to prevent camera movement. Carefully squeeze the shutter release with your forefinger, smoothly and steadily until you hear the "click"—another gem for your album!



# *Snap the Shutter...*



# FLASH PICTURES

**are a Breeze with Argus**

# COLOR-MATIC SETTINGS

The Argus Flash Unit simply plugs right into the side of the camera.

First unscrew the cap on the bottom of the flash gun and insert two fresh, size "C" photoflash batteries. Be sure your batteries are fresh. Synchronization is built into your Argus Super 75, but weak batteries may fail to flash your bulb correctly.



There's nothing complicated about taking flash pictures with your Argus Super 75. Here's all you do for Kodacolor or black-and-white flash shots the easy COLORMATIC way:

When you're ready to shoot, simply turn your distance scale to the estimated number of feet between your camera and picture subject. The black pointer should then be opposite one of the three COLORMATIC settings, red, yellow or green.\*

Then set your f-number indicator to the number printed in the same color. Perfect flash pictures every time with Argus COLORMATIC settings.

As a further convenience, instructions for use of flash settings are printed inside the viewfinder hood.

\*If your distance setting does not occur within one of the three color bands, your subject may not be within recommended flash range. Change to a distance within the COLORMATIC Range or consult the FLASH EXPOSURE GUIDE, page 13, for the distance you have chosen.



### *Important*

Do NOT have a bulb in the flash gun when you attach it to the camera. It is recommended that film be advanced before bulb is inserted. Clean the bulb contact before inserting it into the reflector. Push the

bulb directly into the reflector as far as it will go. Do not turn the bulb after inserting it. Pressing down the handy red button on top of your flash gun ejects hot bulbs and avoids burned fingers.



# *Rare Shots* like these are possible with



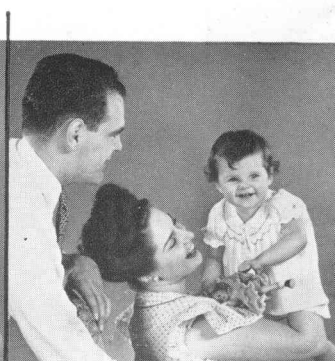
Don't let opportunities like this pass you by—keep your flash handy whenever there's a party.



When the pigtails are gone and the lesson well learned, this one will be priceless.



You can never take too many of sweethearts like this. "We should have taken more..." is a time-worn remark.



You won't have to look far for charmers like these. They'll make your collection really entertaining.

With your new Argus Super 75 you won't ever have to apologize for missing a chance for good snapshots because of poor light. Keep your Argus Super 75 loaded and handy. With the plug-in flash gun and COLORMATIC settings, you're ready for *every* picture-taking opportunity.

In the FLASH EXPOSURE CHART, opposite the film-bulb combination you are using, you

should find the right f-number under the number of feet between your camera and picture subject. (1) Set the distance scale on the lens for the estimated number of feet. (2) Set the f-number pointer on your camera to the f-number indicated.

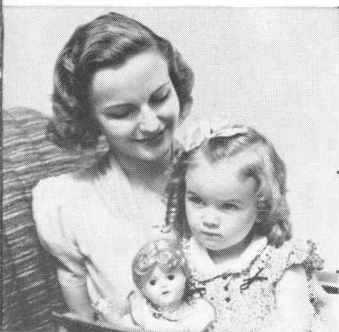
If no f-number is indicated under your distance setting in the chart, your flash is either too close, or too far for correct exposure.



# Flash

## FLASH EXPOSURE GUIDE

The graded bands opposite each film-flash bulb combination show how increasing distance causes less light to reach the film. Differences in film and in brightness of flash bulbs make the situation vary in each case. COLORMATIC Settings are an average of these variances. Precise f-number-distance settings are given in the chart.



A little girl's short journey to some fancied land—remember the trip with a flash shot.

TYPE OF FILM USE 620 SIZE	TYPE OF BULB	CAMERA TO SUBJECT DISTANCE IN FEET					
		3.5	4	5	6	8	15 25
Kodak Verichrome or Ansco Plenachrome	SM, SF or Bantam 8		f16		f11	f8	
	No. 5 or 25					f16	f11 f8
Kodak Plus-X or Ansco Supreme	SM, SF or Bantam 8		f16		f11	f8	
	No. 5 or 25					f16	f11 f8
Kodak Super-XX or Ansco Superpan Press	SM, SF or Bantam 8				f16	f11	f8
	No. 5 or 25					f16	f11 f8
Kodacolor Type A	SM, SF or Bantam 8	f16	f11		f8		
	No. 5 or 25				f16	f11	f8
Ansco Color Tungsten*	No. 5 or 25				f16	f11	f8
Kodak Ektachrome Type B**	No. 5 or 25	f16	f11		f8		
Daylight Kodacolor†	No. 5B or 25B		f16		f11	f8	
Daylight Ektachrome or Ansco Color†	No. 5B or 25B		f11		f8		

\*Use UV-16 Filter.

\*\*Use Filter No. 81E with No. 5 bulbs; Filter No. 81F with No. 25 bulbs.

A PORTRAIT LENS MUST BE USED FOR DISTANCES UP TO 3.5-FT.

† USE BLUE FLASH WITH OUTDOOR FILMS.

**Now that you know how your camera operates, here are some**

## *Tips for Better Pictures*

Your Argus Super 75 is guaranteed to give you excellent photographic results, but it's up to you to make them good *pictures* as well.

*Simplicity* is probably the most important key to better pictures. Give them a simple theme—a single element of interest in a setting that does not distract the eye from that main point.

Tell an *appealing story* with your shots of children or friends. Have your subjects engaged in some activity. Snapshot albums are generally full of people who apparently had no other interest at the time, than to wait for the shutter to snap!

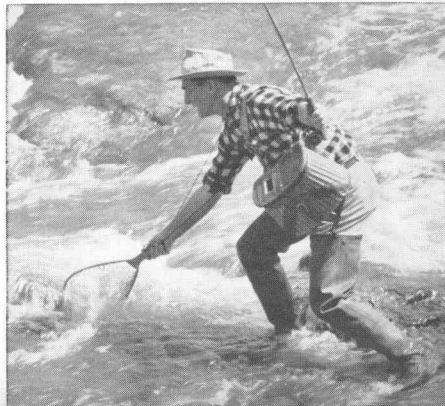
Try for a camera angle or lighting effect that's different from the ordinary. You can't always be dramatic, of course, but on the other hand, the commonplace approach is often easily avoided with a little ingenuity.

Ask your Argus dealer to show you the filters and portrait and copy lenses easily attached to your Argus Super 75 with a 35mm slip-on type adapter. They enable you to take dramatic cloud effects or striking shots at very close range.



Including the tree in the foreground makes this landscape a pretty picture.

An excellent "catch"! Everything excluded from view but one simple story.





Notice the unusual lighting that makes this one different and attractive.

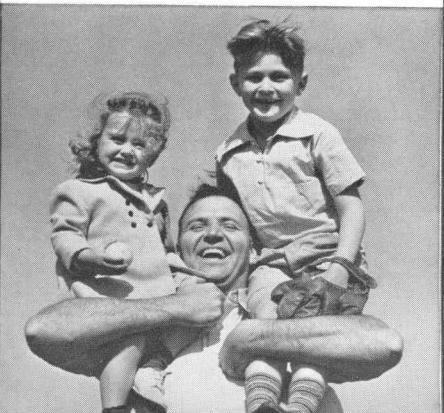


A supplementary filter gives a dramatic setting to a typical vacation shot.



Use your flash to fill in the shadows in a choice back-lighted shot.

The low camera angle makes this one a beauty.



With a supplementary portrait lens you can get a terrific close-up like this.

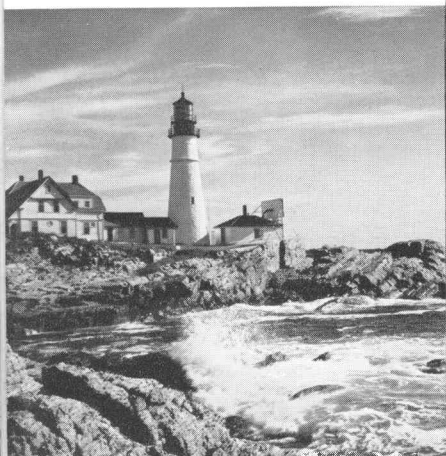


An excellent family group. Keep all the faces at the same distance like this.



# *Beautiful Color Pictures*

**are just as easy to take as**



Scenic shots like this are favorites among camera fans. They make excellent subjects for color.



A light colored subject against a dark background is always good composition.



Large color masses make striking compositions. Another example of the simplicity principle.

Your Argus Super 75 was specifically designed with color pictures in mind. Good color pictures, however, can only result from correct exposures in proper light.

You'll get your best results on bright, sunny days in mid-morning or mid-afternoon. Scenic shots can be time-exposed when the sun is low, and are often more

beautiful because of striking dawn or sunset sky colors. Try them when you can count on everything to stand still—including your camera. Use a steady support.

Mid-day sun is bright enough, but shadows from direct overhead lighting are hard to handle when you're taking pictures of people.

# black-and-white shots

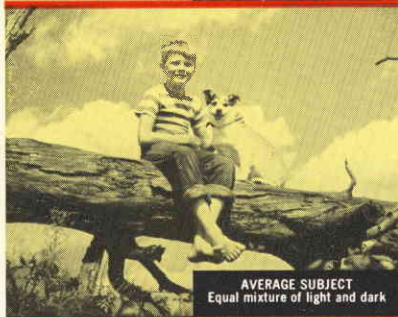


Use a blue bulb in your flash to fill in the shadow side of a back lighted close-up.

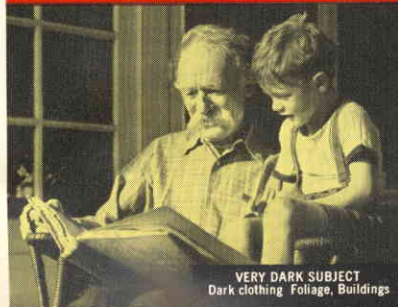
Consult the table on the right for correct outdoor exposure settings. Determine what kind of light is falling on your picture subject. Then decide whether the general color tone of your subject is very light, average, or quite dark. The correct f-number is listed in the chart for each combination.



**VERY LIGHT SUBJECT**  
Beach, Snow, Distant Landscapes



**AVERAGE SUBJECT**  
Equal mixture of light and dark



**VERY DARK SUBJECT**  
Dark clothing, Foliage, Buildings



**BRIGHT SUN**



**HAZY SUN**



Never use a color filter with Kodacolor film or your pictures will assume the color of the filter.



**BRIGHT SUN**



**HAZY SUN**



If you pose your subject with sun to the side or back, fill in the shadows with a reflector or with blue flashlamp.



**BRIGHT SUN**



**HAZY SUN**



**WITH BLUE FLASH**

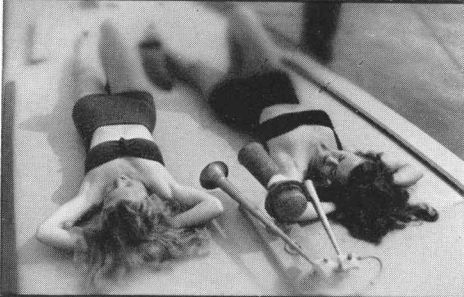
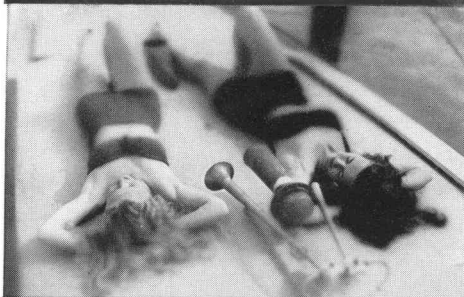
Save your color film for bright sunny days. Color shots on cloudy days require more exposure and tend to be somewhat blue.




# *Depth of Field*


The aperture setting (f-number) on your Argus Super 75 not only controls the amount of light that reaches your film but also determines the range of sharp focus you'll get in your pictures. This range of focus in front of and beyond your principal subject varies according to your distance setting and is known as "depth of field".


The illustrations on this page show you the focusing effects of the three f-number settings on your Argus Super 75 when used at the same distance setting. The table opposite lists the depth of field for practical zones of distance and f-number settings. This "zone-method" will greatly simplify your use of depth of field to make the most of each picture composition.



# Specifications

With lens set at	4-ft.	6-ft.	10-ft.	50-ft.
 <p>f8 will give you this range of sharpness.</p>	FROM 3'6" TO 4'9"	FROM 4'10" TO 7'11"	FROM 7'1" TO 17'1"	FROM 16'0" TO INF.

With lens set at	4-ft.	7-ft.	25-ft.
 <p>f11 will give you this range of sharpness.</p>	FROM 3'3" TO 5'2"	FROM 5'0" TO 11'7"	FROM 10'2" TO INF.

With lens set at	5-ft.	15-ft.
 <p>f16 will give you this range of sharpness.</p>	FROM 3'7" TO 8'5"	FROM 6'8" TO INF.

**Film Size:** Standard 620 roll, 12 2¼" x 2¼" pictures per roll, color or black-and-white.

**Lens:** 65mm Argus Lumar f:8, color-corrected, hard-coated anastigmat.

**Focusing:** Finger-tip adjustment, 3.5 feet to infinity.

**F-stops:** Click stop settings at f:8, f:11 and f:16.

**Viewfinder:** Large, reflex-type with optical ground and polished viewing lens and folding protective metal hood.

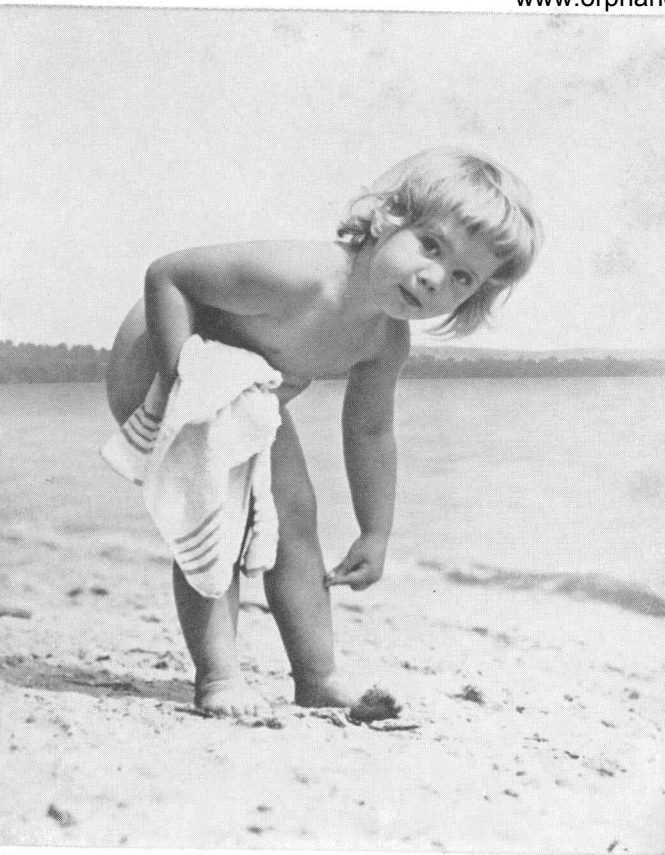
**Shutter:** Between-lens-type; instantaneous and time settings; cocking action coupled to film wind; body-type release.

**Flash:** Plug-in type, factory synchronized for all midjet base bulbs; size "C" photoflash batteries.

**Size and Construction:** Metal reinforced moulded case, 4¾ x 3¾ x 3¾ weight, 18 oz.

**Filters:** Series VI with 35mm slip-on adapter.

**Other Features:** Tripod socket; neck strap furnished; color f-number settings match color bands on foot-age scale for flash pictures; velour lined, genuine leather, eveready-type carrying case.



# *A Gallery of Don'ts*

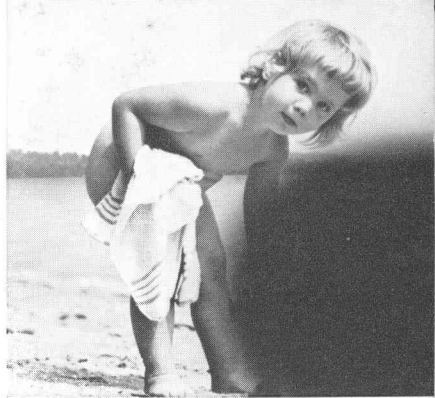
Here are a few ways a pretty girl can make trouble for you. These are common snapshot mistakes you can easily avoid with any subject if you practice a little caution each time you snap the shutter.



Don't let the picture slip like this. Hold your breath to avoid camera movement.



Don't be so fascinated with the interesting angle that you pour the lake out of the side of your picture.



Keep your hands to yourself—at least long enough to get the picture. Your finger in front of the lens can really spoil things.



When you get a chance to really move in, don't forget to focus for your new approach.



She makes a pretty picture any way you look at her, but don't lose your head while concentrating on the center of interest.



You may get reflections like this if you don't keep the sun from shining directly on the lens.

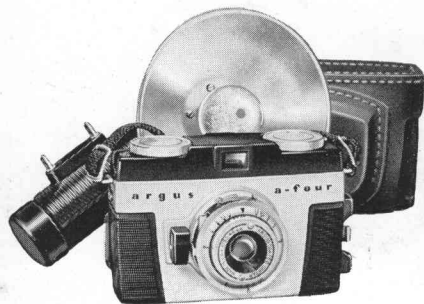
*A-4*

**Someday you may want  
to consider these other**

*Fine Argus Products*

For yourself or someone on your gift list, there is an advanced-design Argus 35mm camera to make the most of any budget, large or small—and a value packed 35mm slide projector that makes a superb complement to any treasured slide collection.

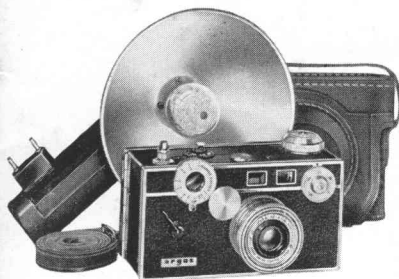
Ask your dealer to show you these truly excellent examples of America's finest camera-making skill—proud products of the modern Argus plant.



Handsomely styled 35mm camera, low in price, yet loaded with features usually reserved for costlier cameras. Color-corrected, coated, f:3.5 lens; shutter speeds of 1/25 to 1/200 second; plug-in, synchronized flash; double exposure prevention.

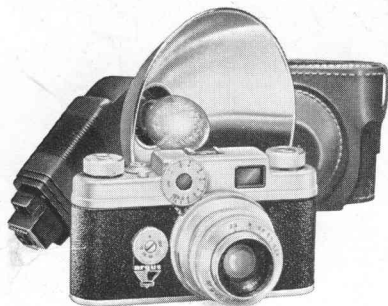


# C3



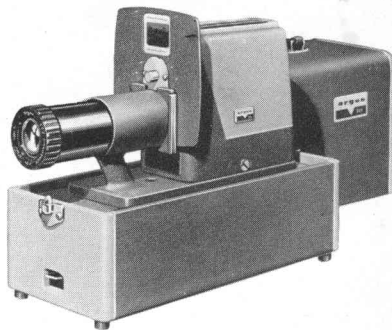
Here's the world's most popular 35mm camera—more than a million satisfied owners. Coated, color-corrected Cinar f:3.5 lens coupled to rangefinder; gear-controlled shutter speeds up to 1/300 second; plug-in, synchronized flash; accessory Telephoto and Wide Angle Lenses.

# C-four



America's most distinguished 35mm camera. Coated, color-corrected Cinar f:2.8 lens, coupled to combined range-finder-viewfinder; super-accurate 1/10 to 1/300 shutter, synchronized for flash at all speeds; handy clip-on flash; double exposure preventer.

# 300 Projector



Exclusive rotary slide carrier prevents "upside-down" pictures; extra brilliant, three condenser optical system; pyrex heat protection; powerful, silent blower; wide angle lens; all built into handy carrying case with "finger-tip" elevating device.

# Guarantee

Your Argus Super 75 was thoroughly inspected and tested before it was shipped from our factory, and when purchased from an Authorized Argus Dealer, it is fully guaranteed for a period of one year against defects in workmanship or material.

If this camera develops defects in material or workmanship it will be repaired or replaced (our option) without charge.

This guarantee is void in the event the camera has been damaged through accident, misuse, mishandling or for reasons beyond our control.

## IMPORTANT

Authorized Argus Dealers sell new Argus equipment at full list price; used or rebuilt equipment sold at less than list price is not guaranteed by the factory.

**ARGUS CAMERAS INC., ANN ARBOR, MICHIGAN**

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