

**A WORLD OF PLEASURE AT YOUR FINGERTIPS**



with your new  
**argus**

**75**

# Getting Acquainted with your



## **Argus Seventy-five**

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

Your Argus 75 is a reflex-type camera. The upper lens, combined with the big, brilliant viewfinder, lets you see the whole picture—just as it will be on your finished 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 Lumar Lens, precision ground and coated and always in focus for crisp black-and-white or gorgeous color, indoors or out.

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.

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# Loading

## Use only size 620 film

Any popular 620 size roll film may be used in your Argus 75. Eastman Verichrome or Plus X, Ansco Plena-chrome or Supreme will give you excellent black-and-white snapshots. Beautiful natural color pictures can be made with Eastman Kodacolor. Better results with any film are obtained on bright, sunny days, but your Argus 75 will take very good black-and-white snapshots even when the sky is somewhat overcast. With color film, however, sunlight is essential.

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



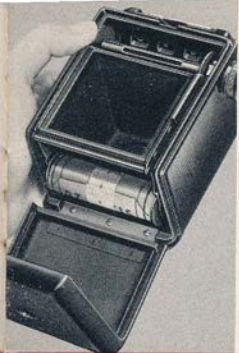
**1** To open the back of your camera, lift locking catch off pin with thumb or forefinger. The back is hinged for convenient opening. Remove the empty film spool packed in the lower compartment by spreading the spring clips.

**TO AVOID "FOGGING" YOUR FILM,**



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

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**2** Place the empty 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 your new roll of film, place it in the lower compartment, engaging the pins in both ends.



**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 end of leader through the slots in the empty spool, slipping it through the longest slot first.

**ALWAYS LOAD AND UNLOAD YOUR CAMERA IN DIM LIGHT**



**5** Turn the film winding knob until the figure (1) appears in the red window on the back. Winding the film for each picture also cocks the shutter automatically and shows the Red-i-dot in the taking lens on the front. Your Argus 75 is now ready for your first picture.



## *Unloading*

When you have taken all exposures, give the winding knob about six more complete turns to wind up remaining protective paper. Open the camera and remove the roll of film carefully, keeping it tightly rolled. Seal it with the gummed sticker provided, and have it developed as soon as possible.

**Check these points**  
everytime you take a picture:

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

Compose your picture carefully in the viewfinder

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



**Redi-dot**

Remember, winding the film to the next number cocks the shutter and shows the RED-I-DOT in the lens. You can't accidentally double expose.

## 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. The picture-taking lens on your Argus 75 is focused sharply for any subject between 7½ feet and infinity.

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, and carefully squeeze the shutter release with your forefinger, smoothly and steadily until you hear the "click"—another gem for your album!

*Snap the Shutter...*

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# FLASH PICTURES

are a breeze with  
your Argus

# 75

First unscrew the cap on the bottom of the flash unit and insert two fresh, size "C" photoflash batteries. Be sure your batteries are FRESH—synchronization is built into your Argus 75, but weak batteries can fail to flash your bulb correctly.



With your new Argus 75 you won't ever have to miss a chance for good snapshots because of poor light. Keep your camera loaded with film and handy. With your plug-in Argus flash unit you're ready for every picture-taking opportunity.

**Important** Do NOT have a bulb in the flash unit when you attach it to the camera, and always wind the film for your next flash picture before you insert a bulb. To be sure of a good connection, rub clean the contact point on the bulb before insertion, then push the bulb into the reflector socket as far as it will go. Do NOT turn the bulb after inserting it. Pressing down on the red button on top of the flash unit ejects the hot bulb without your having to touch it.

On the opposite page you will find a chart indicating the proper distance between your camera and picture subject for each combination of film and flashbulb you may be using.



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



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



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

## FLASH

## EXPOSURE

## GUIDE

Film ▼	Bulb ▶	SM or SF	Bantam 8	No. 5	Press 25
Kodak Verichrome Ansco Plenachrome		7½ to 9 ft.	7½ to 9 ft.	10 ft. to 18 ft.	10 ft. to 18 ft.
Kodak Plus-X Ansco Supreme		8 to 12 ft.	8 to 12 ft.	12 to 20 ft.	12 to 20 ft.
Kodak Super-XX Ansco Super Pan Press		10 to 14 ft.	10 to 14 ft.	14 to 20 ft.	14 to 20 ft.
Kodacolor Type 'A'		3½ ft. (with Portrait Lens)	3½ ft. (with Portrait Lens)	8 to 10 ft.	8 to 10 ft.
Kodacolor Daylight		Use Blue Bulbs (5B or 25B) with Daylight film indoors. ▶		5B Bulbs 7½ ft.	25B Bulbs 7½ ft.

**Now that you know how your camera operates, here are some**  
*Tips for Better Pictures*

Simplicity is most important—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!

You can't always be dramatic, of course, but try for a camera angle or lighting effect that's different from the ordinary.

You'll get the best results on bright, sunny days in mid-morning or mid-afternoon with both black-and-white and color film. Scenic color shots can be time-exposed when the sun is low, and are often more beautiful because of striking dawn or sunset colors. Try them when you can count on everything to stand still—including your camera. Use a steady support.



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

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





Notice the unusual lighting that makes this one different.



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



The low camera angle makes this one a beauty.

Scenic shots like this are favorites among camera fans.



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



Use a blue flash bulb to fill in a back-lighted color close-up.



# 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.



When you get a chance to really move in, don't forget to use a portrait lens.



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

# Specifications

**FILM SIZE:** Standard 620 size roll; 12 pictures per roll; color or black-and-white.

**PRINT SIZE:** 3½" x 3½" standard photo-finishers' enlargement.

**LENS:** Optically ground and polished Lumar f:11.

**FOCUS:** Fixed, 7½ feet to infinity.

**SHUTTER:** Behind-the-lens with snapshot and time settings.

**SHUTTER RELEASE:** Body-type.

**VIEWFINDER:** Waist-level, reflex-type with folding, metal protective hood.

**FLASH:** Plug-in type; accommodates all midget bulbs; built-in synchronization.

**OTHER FEATURES:** Double exposure prevention; tripod socket; neck strap; genuine leather carrying case.



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



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

# Lifetime Guarantee

*Your Argus 75 camera was manufactured, inspected and tested by skilled camera craftsmen. It is guaranteed to be free of defects in workmanship or material during its lifetime. If any servicing is necessary because of imperfections in materials or workmanship, 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.*

*Your Argus 75 camera is automatically guaranteed when purchased. There are no cards to send in or further steps to take.*

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

PART NO. 75428

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