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UNIVEX ULTRACHROME ROLLFILM

UNIVEX ULTRACHROME ROLLFILM possesses extreme speed as well as high sensitivity to relatively weak light, which makes it possible to take good pictures in the early morning or late evening. YET, your UNIVEX negatives will not be over-exposed when made under strong noon-day brilliance.

THE HIGHEST DEGREE OF ULTRACHROMATISM gives it the property of rendering colors according to their true relative importance to your eyes.

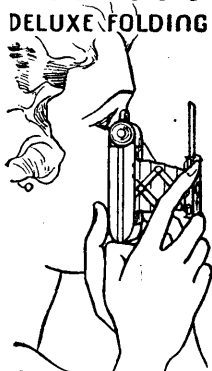
THE EXTREMELY FINE GRAIN AND CLEAR BASE OF UNIVEX Ultrachrome Rollfilm make it possible to obtain beautiful enlargements of your UNIVEX pictures up to 8 in. x 10 in.

UNIVEX ULTRACHROME ROLLFILM is a product of exceptional quality in every respect. PURCHASE IT AT YOUR DEALER'S AT TEN CENTS (10c) PER ROLL OR SEND US THIRTY CENTS (30c) IN STAMPS FOR THREE ROLLS (postage prepaid by us 'anywhere in the U. S. A.'). CAUTION: Do not send coins as we cannot be responsible for coins stolen or lost in the mails.

UNIVERSAL CAMERA CORPORATION
32-46 West 23rd Street New York, U.S.A.

Printed in U.S.A.

Instructions FOR PICTURE-TAKING WITH MODEL AF *Univex* DELUXE FOLDING CAMERA



UNIVERSAL CAMERA CORPORATION

GENERAL OFFICES
32-46 W. 23RD STREET
NEW YORK, N.Y. U.S.A.

Foreword

THE Model AF Univex Camera is constructed with all the care and painstaking application to every detail that one would expect to find in far more expensive cameras.

Universal Camera Corporation manufactures more cameras per year than any other company in the world. It is only the enormous production facilities behind this camera which make its high quality and amazingly low price possible.

While it possesses many obvious advantages over conventional type cameras, such as compactness and light weight, the real secret of its unparalleled popularity is economy and simplicity of operation. Univex Ultrachrome Rollfilm costs but 10¢ per roll of 6 shots—and they enlarge beautifully. The amateur Photographer can shoot pictures with it all day long and, at nominal cost, have those of unusual interest enlarged up to as large as 8" x 10".

The ultimate cost of his successful pictures is thus reduced to a fraction of what it would otherwise be.

Univex Cameras are regularly used in a wide range of mercantile, scientific, professional and other fields. They are official equipment of Metropolitan Police Forces, Explorers, Newspaper Reporters, Staff Photographers, Commercial Photographers and Youth Organizations throughout the world.

Univex has never side-stepped the responsibility of its leadership in the miniature camera field nor has it ever missed an opportunity to blaze new trails of enjoyment in the idea which it created and pioneered, that of "PERFECT PHOTOGRAPHY AT A NEW LOW COST".

This DELUXE FOLDING CAMERA represents a culmination of all our vast experience in bringing fine photography within the reach of all. American conceived, it is American designed. And likewise, it is manufactured in America with American capital and labor under the N. R. A.



IMPORTANT

To get good, sharp, crystal-clear pictures with your UNIVEX, the lens must be kept clean. It is an excellent practice to wipe it carefully each time it is removed from the pocket, and before taking pictures. Any specks of dust on the lens will show on the picture, particularly if the picture is greatly enlarged.

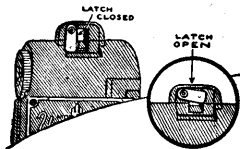


Figure 1

these instructions before taking any pictures with your camera and before loading it with film. For even with this simple, fool-proof camera, certain precautions and general rules of photography must be observed. Particular attention and study should be given to the paragraphs on **LOADING THE CAMERA** and **REMOVING THE FILM**. If the negatives are light-struck along the edges it is because light has been permitted to penetrate between the edges of the film-roll and the spool flanges in loading or removing the rollfilm from the camera. If the instructions are carefully studied and followed, this trouble will be completely avoided.

OPEN AT TOP FIRST

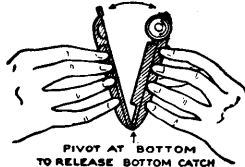


Figure 2

TO LOAD: Use UNIVEX No. 00 Ultrachrome Rollfilm. Remove back cover by opening the latch (Fig. 1), and swinging back the rear cover (Fig. 2) until it can be lifted free of the camera body.

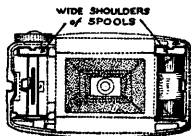


Figure 3

Fig. 3) insert film spool in empty cradle under the spring grip, with the wide slotted shoulder of the spool at same end of cradle as the wide shoulder appears on the empty spool in opposite cradle (Fig. 3).

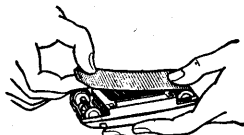


Figure 4

HOLDING SPOOL IN CRADLE WITH ONE HAND (Fig. 4) break gummed seal on full spool and draw out end of protective paper until it reaches spool in opposite cradle with about $\frac{1}{2}$ inch to spare. (Red side of protective paper must be to the back of camera.)

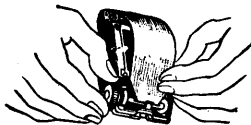


Figure 5

Thread end of protective paper through the slit in the empty spool (Fig. 5) as far as it will go. Care must be exercised when this is being

done so that the protective paper is started straight on the winding spool. **DO NOT UNROLL TOO MUCH PROTECTIVE PAPER FROM THE FULL SPOOL OR THE FILM WILL BE FOGGED AND SPOILED.** Give the winding knob two or three forward turns (Fig. 5) to bind paper securely on the spool. Then, securely replace back cover of camera, making sure that the button on the bottom (inside) of the back cover fits securely into the recess on the camera body (Fig. 2), and then close the latch (Fig. 1).

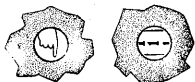


Figure 6



Figure 7

WATCHING THE RED WINDOW, turn the winding knob until the warning hand appears through the red window (Fig. 6), then turn the knob very slowly until the figure 1 appears in center of the window (Fig. 7). **THE**

FILM IS NOW IN POSITION FOR THE FIRST PICTURE. After each exposure be sure to wind the film, bringing the next number into position. This insures against making two pictures in the same section of film.

The UNIVEX Model AF takes both snapshots and time exposures. This feature lengthens your photographic day to 24 hours, and enables you to take beautiful pictures indoors.

TAKING SNAPSHOTS: THE SAME RULES WHICH GOVERN SNAPSHOT PHOTOGRAPHY WITH ANY OTHER CAMERA SHOULD BE FOLLOWED. The subject should be in broad open sunlight but the camera must not. The sun must be behind your back or over your shoulder.



Figure 8

Now raise the wire field-finder, which rests behind the front-plate (Fig. 9), as far as it will go. Be sure that the shutter is set for snapshots. The window (See Arrow, Fig. 13) will read "SNAP" when shutter is properly set for snapshots.

Open the camera by pressing the release button as shown in Fig. 8. The camera will automatically open to the proper position for taking pictures.

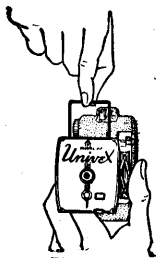


Figure 9

With rear peep-sight to the eye, **BRACE BACK OF CAMERA AGAINST YOUR FACE** (Fig. 10) in order to steady camera at moment of snapping picture.

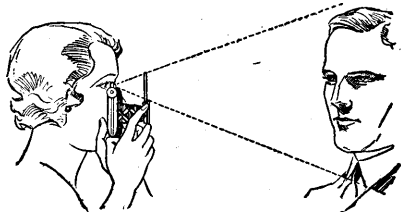


Figure 10

LOOKING THROUGH REAR PEEP-SIGHT place your subject or field inside of wire field-finder (Fig. 10). Then, holding **CAMERA PERFECTLY STEADY AGAINST THE FACE** and holding the breath for the instant, press lever on side of camera in one direction only to make the exposure. Fingers must be kept away from light opening in front of camera. In looking through peep-sight, whatever appears inside of wire field-finder or frame will be on picture as in Figure 10 above.

Move closer to or farther from your subject until it is perfectly framed in wire field-finder, just as you wish it to appear on the picture. Be careful to brace camera steadily against your face at moment of exposure, otherwise camera may move and blur picture.



Figure 11

TO MAKE PICTURES WITH LONG DIMENSION OF PICTURE HORIZONTAL (Fig. 11), simply follow above instructions, holding camera

(Continued on Page Ten)

For those who wish to enjoy to the utmost the creative thrill and economy of taking and making photographs, Universal Camera Corporation announces

The New *UniveX* Photocrafter

FOR THE AMATEUR PHOTOGRAPHER

No other hobby is so fascinating as that of amateur photography. The PHOTOCRAFTER now offers complete amateur photography at a new low cost.

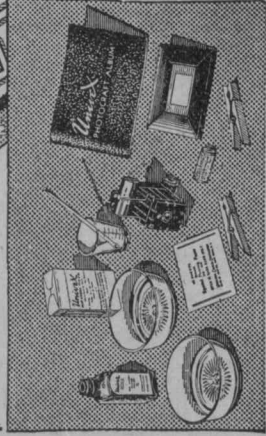
(No. 1)—Complete with UniveX Model "A" Camera and Rollfilm (6 shots)---\$1.69
(No. 2)—Without Camera and Rollfilm ----- 1.20

**IT DOUBLES YOUR PLEASURE AND
HALVES THE EXPENSE.**

A complete Homecraft Outfit for taking, developing, and printing UniveX Model "A," and Model "A-F," pictures $1\frac{1}{8}$ " x $1\frac{1}{2}$ ". Includes all necessary equipment, chemicals and supplies of highest quality.



If your dealer does not carry the PHOTOCRAFTER, send STAMPS OR MONEY ORDER direct to us, being careful in ordering to specify which outfit is wanted, and we will ship it anywhere in the United States. Parcel Post charges prepaid.



CAUTION: Do not send Coins for we cannot be responsible for loss or theft in the mails.

(Continued from Page Seven)

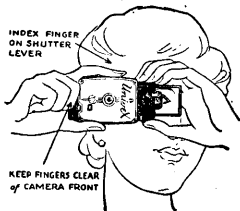


Figure 12

subject on an elevation to the same level as the camera.

MAKING PORTRAITS: This camera makes beautiful "Close-Up" portraits which in turn afford excellent enlargements. It is also excellent for making "Close-Ups" of flowers and similar subjects. No special portrait attachment of any kind, such as is necessary for "Close-Ups" with other cameras, is required. Simply frame subject in wire field-finder, as in Fig. 10, and snap.

FOR HEAD AND SHOULDER PORTRAITS THE SUBJECT SHOULD BE APPROXIMATELY 30 INCHES FROM THE LENS. Due to the special design of the UNIVEX lens the background of your portrait "Close-Ups" will also be in sharp focus. Thus it is possible to select a picturesque or scenic background for your portrait subject, and thereby greatly enhance the beauty of your picture.

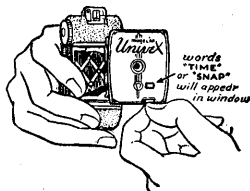


Figure 13

to face in horizontal position (as in Fig. 12), instead of vertical.

BEST RESULTS ARE HAD BY KEEPING THE CAMERA ON THE SAME LEVEL AS THE SUBJECT. Thus, if a picture of a child or a dog is desired, the operator should assume a kneeling position to bring the camera to the same level as the subject, or place the

TAKING TIME EXPOSURES: To take time exposures, pull down the time-stop, which will be found to the right at the bottom of the front-plate (Fig. 13), until the word "TIME" appears in the front of the camera.

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When taking time exposures, the camera **MUST** be held steady on a table or other firm support. In order to stand the camera firmly on any solid base, a leg has been provided.

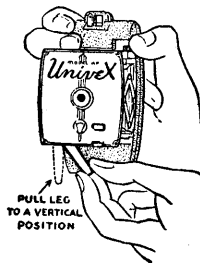


Figure 14

The leg is located behind the front-plate at the left. Swing the leg down until it is fully extended (Fig. 14) and place the camera on a solid base, holding the camera down firmly with the left hand. This will leave the right hand free to operate the exposure lever. The camera is now ready to take time exposures.

If you prefer to use a tripod, the special UNIVEX Tripod Clip must be used to attach the camera to the tripod.

UNIVEX Tripod Clip can be obtained from your UNIVEX Dealer. If your dealer cannot supply you, write to us for full details. However, no matter what method is used for steadying the camera, **THE CAMERA MUST BE HELD ABSOLUTELY STILL WHILE THE SHUTTER IS OPEN, OTHERWISE A BLURRED PICTURE WILL BE THE RESULT.**

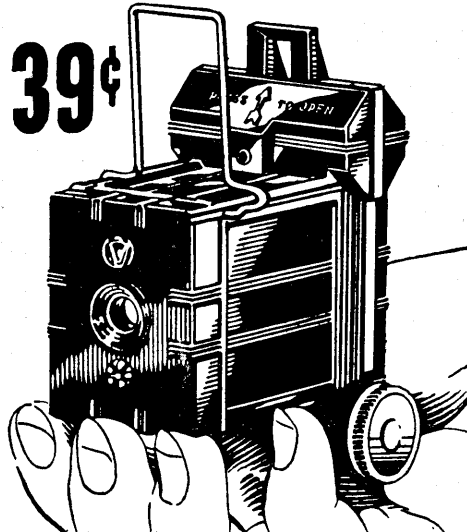
TIMING THE TIME EXPOSURE (Outdoors). Due to the unusual speed of the UniveX lens and film, relatively short timing is required. Otherwise your pictures will be over-exposed. The amateur photographer will never encounter any outdoor lighting conditions which will require more than one second for his Time Exposures. However, with a little experimentation with the camera he will quickly learn the required time intervals for various light conditions. **IN OPERATING THE EXPOSURE LEVER FOR TIME EXPOSURES,** the lever is operated first in one direction to open the shutter and then in the reverse direction to close it.

(Continued on Page Fourteen)

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Univex MODEL A

39¢



THE 39¢ CAMERA THAT THRILLED THE WORLD

Any Univex A-F user can afford a spare camera when the price is as low as this . . . a camera for the children . . . a camera to have around home when the folding camera is off on a trip . . . a camera that takes crystal clear pictures in anyone's hands.

The Univex Model "A" Camera is made of G. E. Textolite, with a fine hand polished lens and quality construction throughout. All parts are rust proof, the camera is fool proof and simple to operate.

Because of their outstanding value, Univex Model "A" Cameras sell out quickly and you may find your dealer out-of-stock. If so, send 39c **IN STAMPS** or money order direct to us. **CAUTION:** Do not send cash to us through the mails for it is often stolen and, as this is beyond our control, we cannot be responsible for losses of this kind.

USES THE SAME FILM AS UNIVEX MODEL A-F

GET A SPARE CAMERA AT SMALL EXPENSE

(Continued from Page Eleven)

INDOOR PHOTOFLOOD PHOTOGRAPHY:

To aid you in obtaining the best results from time exposures indoors with a MODEL AF UNIVEX, the following exposure table has been compiled. It is based on the use of photoflood bulbs in reflectors.

NUMBER OF LAMPS

	1	2	3	4
Distance of Lamps	5 ft. 4 sec. 2 sec. 2 sec. 1 sec.			
From Subject	10 ft. 16 sec. 8 sec. 6 sec. 4 sec.			
	15 ft. 36 sec. 18 sec. 14 sec. 9 sec.			

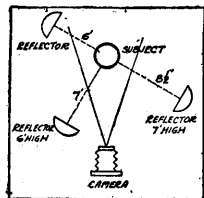


Figure 15

If reflectors are not used with the photoflood bulbs, the exposure time given in the table must be multiplied by three, or else three times the number of lamps must be used. Fig. 15 may be followed in arranging the lights, camera, and subject, to get good results.

FOR MORE DETAILED INSTRUCTIONS ON INDOOR PHOTOFLOOD AND PHOTOFLASH PHOTOGRAPHY, see your local photo-supply or Photoflood lamp dealer, who will be glad to give you instruction pamphlets on this subject free of charge. Photoflood lamps are sold by all dealers at 25c each.

To begin the time exposure, press the exposure lever in *one direction*, as far as it will go. To end the exposure, return the exposure lever to its original position.

EXPOSURES WITH PHOTOFLASH BULBS: If it is desired to use Photoflash Bulbs, the shutter of the camera must be operated exactly as for a time exposure. Open the shutter, set off the flash, and close the shutter. The three operations should follow each other in as rapid succession as possible. Ordinary room lights may be left burning during a flash exposure, so long as no light shines directly into the lens of the camera.

For portraits or small groups up to twelve feet from the camera, we recommend the use of one No. 20 Photoflash Bulb. For distances between twelve and twenty

feet, use two bulbs. Never use Photoflash bulbs without reflectors. Further details will be found on the wrapper of each bulb.

After taking time exposures, be sure that the time-stop is returned to "SNAP" position before closing the camera or making snapshots. The camera cannot be completely collapsed unless this is done.

REMOVING THE FILM: After the last film has been exposed, turn the winding knob until the end of the protective paper passes the red window. Then give

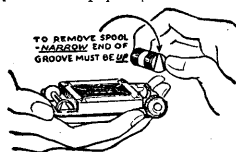


Figure 16

several additional turns to make sure that all of the protective paper is wound around the spool. Remove back cover and, **WITHOUT REMOVING SPOOL FROM CRADLE**, moisten gummed seal on end of protective paper and give winding knob several additional turns to make sure that protective paper is sealed by gummed seal. Then turn winding knob until *narrow end of SPOOL HEAD ROTATING GROOVE* is in center of cradle and outward (Fig. 16).

Now, pull back spring grip and remove spool from camera, being careful immediately to wrap same carefully for protection. It is now ready for development. This may be done by a photo-finisher or by yourself. Films should be developed at earliest possible moment after removal from camera. The quality of the image on all sensitized products is retained by prompt development after exposure.

BEFORE REPLACING BACK COVER OF CAMERA the empty spool should be transferred to opposite cradle to be in position for next loading of camera. It is a good plan to reload the camera as soon as an exposed film roll has been removed, to be ready for the next pictures. Load the Camera with UNIVEX No. 00 Ultrachrome Rollfilm.