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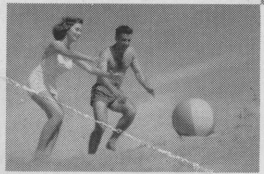
HOW TO USE YOUR

Ansco MEMAR

f2·8

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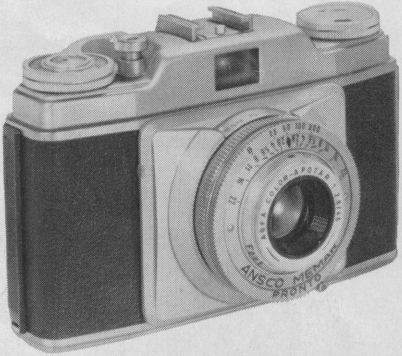
Your Memar takes standard 35mm double frame pictures in black and white (shown left) and color. The black and white pictures may be enlarged to give prints of album size or larger for your enjoyment.

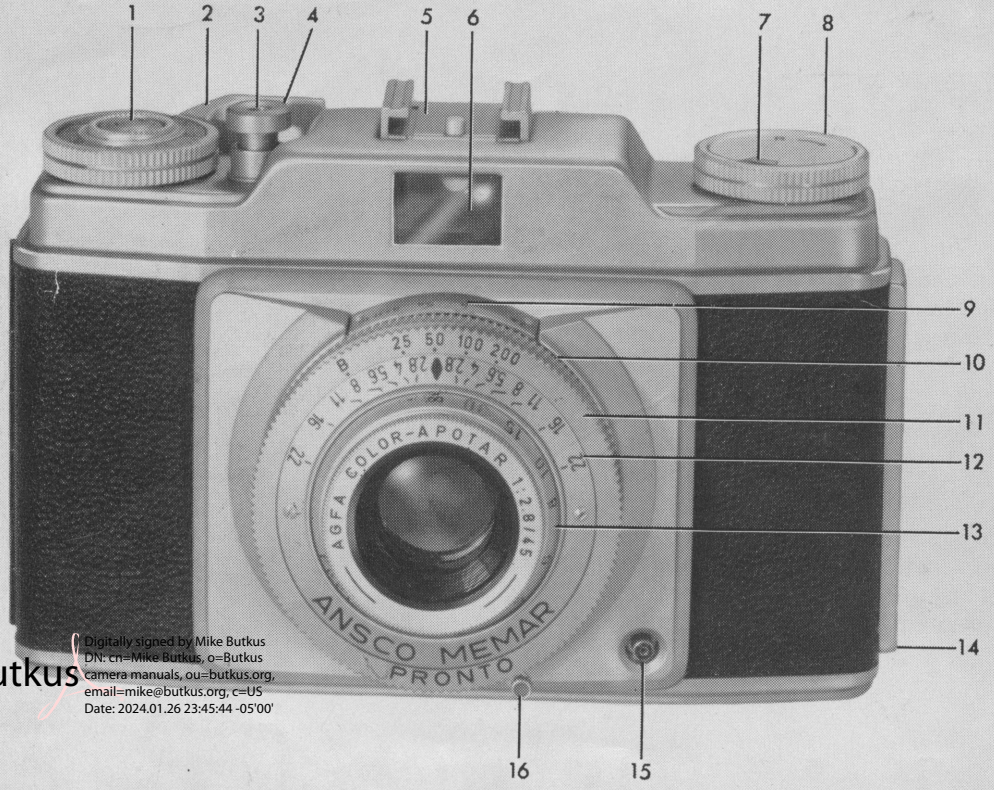
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your Ansco Memar f2.8

You will find that the Memar Camera is easy to use, compact to carry and produces superior pictures. This 35mm camera is equipped with an Agfa Color-Apotar f/2.8 coated lens in a Pronto shutter. It is synchronized for flash and with its automatic winding device, self-timer, and optical viewfinder, it is a versatile camera for pictures anywhere, anytime.

The Memar is easy to operate, but before using it, read the following directions carefully, trying all the working parts as you read. When you have become thoroughly familiar with its operation, load the camera with one of Ansco's fine 35mm films (see page 12) and enjoy taking pictures with this superior camera.



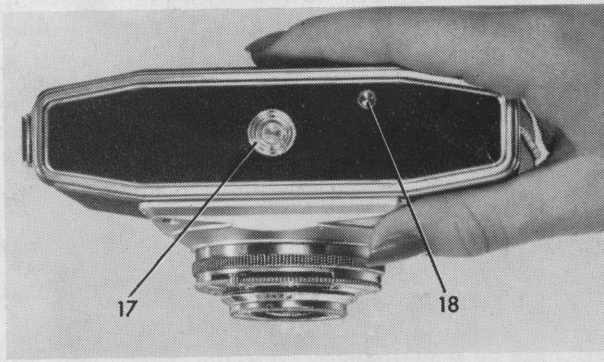


Mike Butkus
Digitally signed by Mike Butkus
DN: cn=Mike Butkus, o=Butkus camera manuals, ou=butkus.org, email=mike@butkus.org, c=US
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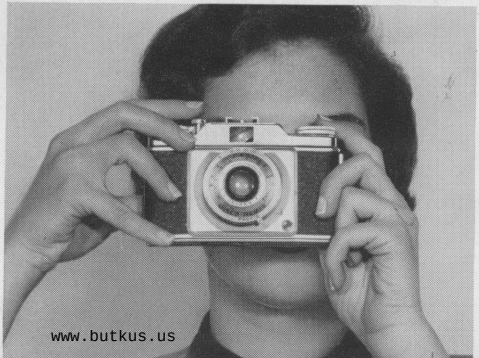
camera parts

1. Exposure Counter
2. Automatic Winding Device
3. Cable Release Socket
4. Shutter Release Button
5. Accessory Clip
6. Viewfinder
7. Film Type Indicator
8. Film Rewind Knob
9. Diaphragm Aperture Scale
10. Diaphragm Setting Ring
11. Shutter Speed Setting Ring
12. Depth of Field Scale
13. Distance Setting Ring
14. Locking Slide
15. Flash Connector
16. Self-Timing Lever
17. Tripod Socket
18. Rewind Release Button

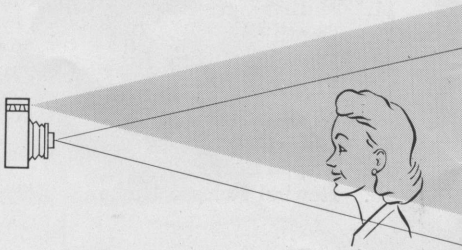


the viewfinder

The Memar camera is equipped with an optical-type viewfinder. Holding the camera to the eye, you will see the area which will appear in the picture. When focusing on objects closer than 7 feet, sight slightly above the subject to compensate for the difference in view between the lens and the viewfinder. For correction when taking vertical pictures, turn the camera slightly in the direction of the viewfinder.



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focusing

The focusing ring is the foremost element of the lens mount and is identified by the figures 3.5 through ∞ (infinity). When the distance from camera to subject has been determined, turn the focusing ring until that distance figure is opposite the diamond-shaped index mark on the stationary lens mount. Estimate distances as accurately as possible so your pictures will be sharp and clear. When taking pictures from 3 to 10 feet from the subject, it is very important that the distance be estimated accurately (or better yet, measure the exact distance) because of the limited depth of field. For distant views, set the camera at infinity (∞).



zone focusing

To use the Memar as a fixed focus camera, set the focusing ring at either 10 or 30 feet (the numbers in red). Then set the diaphragm ring at the red dot on the diaphragm aperture (f stop) scale and the shutter at 1/50th of a second. With the camera focused at 10 feet, everything from 7 to 15 feet will be in focus; at 30 feet, everything from 15 feet to infinity will be in focus.

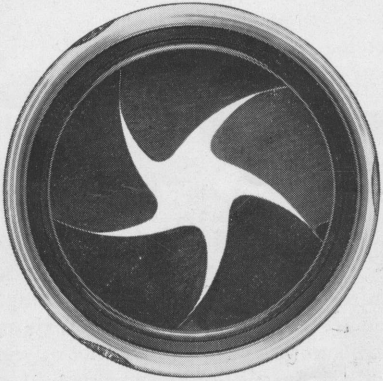
Sharpest pictures of any specific subject will result, of course, if the lens is focused at the exact camera-to-subject distance.

the diaphragm

The diaphragm, or lens opening as it is often called, governs the amount of light which passes through the lens while the shutter is open. The diaphragm opening is set by turning the wide diaphragm ring which has an index mark on top. Turn this ring so the index mark coincides exactly with the line opposite the f number on the diaphragm aperture scale. As it moves from the lower number (f/2.8) to the higher (f/22—at the extreme right on the scale), the size of the opening decreases and the diaphragm is said to be "stopped down." Remember, the lower the number, the larger the aperture and the greater the amount of light admitted.

To observe the action of the diaphragm, set the shutter at B, open the back of the camera and press and hold down the shutter release button. Looking into the back of the camera toward light, move the diaphragm ring back and forth. Notice how the size of the opening varies. The diaphragm settings are "click" stops for accurate openings.

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the shutter

The shutter of a camera determines the length of the exposure. The Pronto shutter on the Memar has mechanically regulated speeds of 1/25th to 1/200th of a second, plus B (for time exposures). It is also synchronized for flash at 1/25th second (see page 19). The shutter speed is set by turning the thin milled ring so that the desired speed is opposite the diamond-shaped index mark on the stationary lens mount.

The shutter is released (the exposure made) by pressing down on the shutter release button. Be sure to hold the camera level and steady and press the release button with a firm, slow pressure.

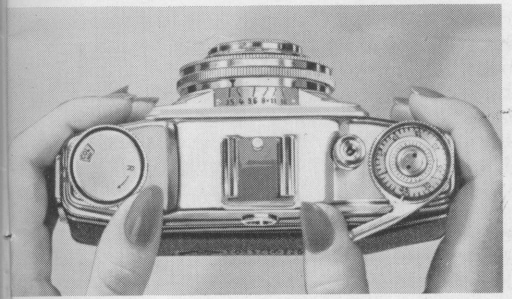
automatic winding device

After each exposure, grip the straight edge of the winding lever with the right thumb (shown in picture at right) and pull it to the right as far as it will go. Be sure it goes the full distance or the shutter will not be ready for the next exposure. This action winds the film, cocks the shutter and counts the exposures, so after each winding, the camera is ready for the next exposure. This automatic winding feature prevents double exposures since the shutter release button will remain locked until the film is wound.

Intentional double exposures can be made by pressing the rewind release button after the first exposure and winding an exposure. This will add an extra exposure to the counting dial, but will not advance the film. Make the final exposure by depressing the shutter release button in the usual manner.

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time exposures



For exposures of longer than 1/25th second, it will be necessary to take a time exposure. Turn the thin milled ring until the B is opposite the index mark. When ready to take the picture, press the shutter release button and hold down for the length of the exposure required. The shutter will remain open as long as the shutter release button is depressed. Be sure the camera is mounted on a tripod or other firm, level support for all time exposures.

self-timer

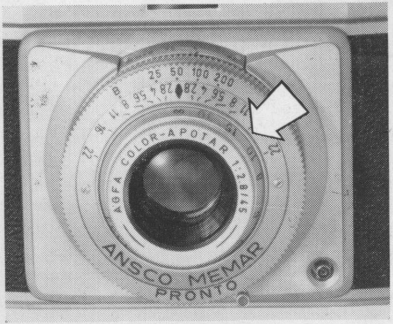
The Memar has a self-timing mechanism which allows about a nine second delay in exposure to permit the photographer time to get in the picture. With the diaphragm opening and shutter speed set, move the lever at the bottom of the lens mount to the left as far as it will go. Release the shutter in the usual manner and after about a nine second delay, the picture will be taken. The self-timer will not work on "B," since time exposures are not mechanically pre-determined.

depth of field

Depth of field is that distance between the nearest and farthest points of sharp focus. With the diaphragm set at f/4, and the distance setting at 6 feet, everything from 5′2″ to 7′2″ will be in acceptably sharp focus. However, with the diaphragm closed down to f/16, everything from 3′8″ to 15′8″ will be in focus at the same distance setting. Therefore, it should be remembered that if existing light permits, the diaphragm should be closed down for sharper pictures.

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depth of field scale



A depth-of-field scale is conveniently located on the stationary lens mount at the front of the camera. On each side of the center index mark are identical markings which indicate the various diaphragm settings from f/2.8 through f/22.

With the camera set at any particular distance, the depth of field for any specific diaphragm opening can readily be determined. The depth of field is that distance between the two lines representing the diaphragm setting being used.

If the indicated depth of field is insufficient to cover the proposed subject, close down the diaphragm, but don't forget to compensate for this smaller opening by increasing the exposure time.

there is an Ansco film for every picture

A high-speed (E.I. 32) color film, which will give you natural color transparencies for projection or for Printon enlargements. Anscochrome Daylight Type is available in 20 and 36-exposure magazines and the Ansco Easy-Loader, which contains 8 daylight loading 20-exposure lengths.

ANSCOCHROME



A super-speed (E.I. 100) color film which produces outstanding stop-action transparencies and instantaneous exposures even in poor light. Super Anscochrome Daylight Type is available in both 20 and 36-exposure magazines; Tungsten Type is available in 20-exposure magazines only.

SUPER ANSCOCHROME



SUPER HYPAN

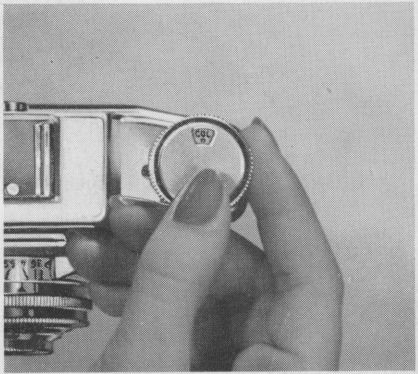
An extremely high-speed, fine-grain panchromatic film ideally suited to sports photography, existing light pictures, as well as all general applications of indoor and outdoor photography. It comes in 20-exposure magazines.



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film type indicator

A film type indicator is incorporated in the top of the rewind knob. The indicator is set as a reminder of the kind of film in the camera. For example, if Anscochrome Daylight Type film is used, set at COL/D. Set the indicator when loading the camera. With the rewind knob pulled all the way out, press the index finger of your left hand against the serrated edge under the knob. With your right hand, turn the top of the knob so the proper setting shows in the opening.



To open the camera, pull down on the latch at the bottom of the left side of the camera and swing out the hinged back.

Turn the winding spool until the slot is on top. *Do not attempt to remove this spool from camera.*

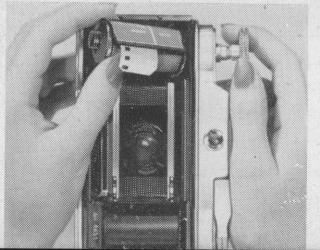
Set the counter disc at A by pressing in the center and turning counterclockwise.

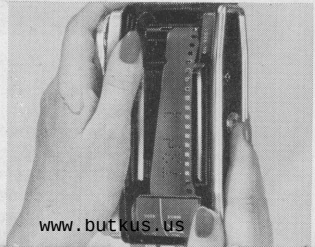
Pull out the rewind knob (marked R on top) and insert the film magazine with the emulsion side (light side) of the film toward the lens. Set the film type indicator as described on page 13.

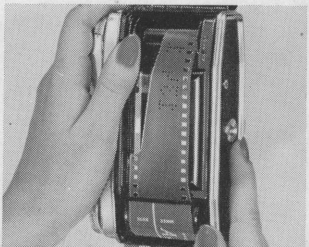
Push in the rewind knob and holding down the film magazine with your left hand, pull out a short length of film. Insert the end of the film into the slot of the winding spool, engaging the tooth of the slot in the second full perforation of the small tongue. Turn the winding spool with your thumb until about ¾ inch of the full width of the film is visible. Close the back of the camera firmly.

Press the shutter release button and wind the film; repeat until three "exposures" have been made and the film counter is on 1. The film is now in position and the first picture can be made.

loading the camera







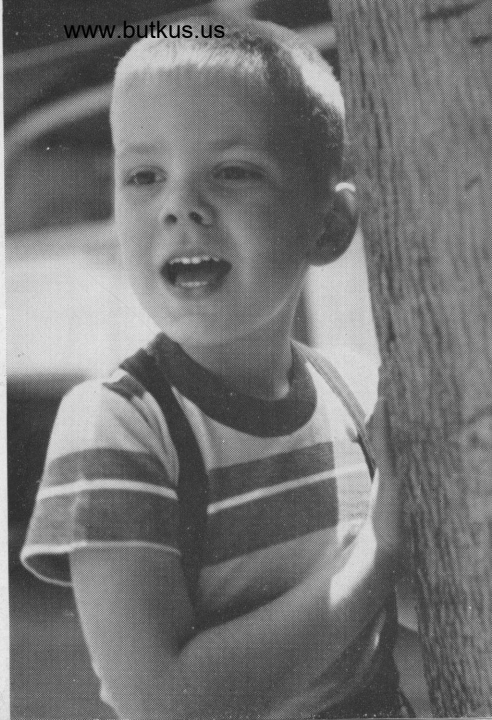
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outdoor exposures

Exposures outdoors vary according to the existing light and the type of film being used. With the excellent coated lens of the Memar and the versatility of Ansco's fine 35mm films, pictures can be taken almost anytime, anywhere. When using Anscochrome or Super Anscochrome, keep in mind that your subject should be well lighted and heavy shadows should be avoided.

The following table is given as a guide for determining the correct exposure.



OUTDOOR EXPOSURE TABLE

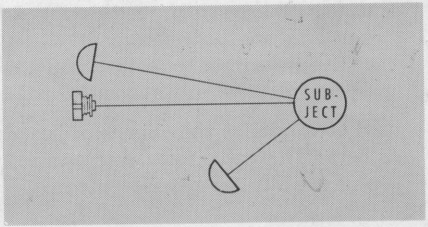
Lighting Condition	*f/stop*	*Super Hypan* *Shutter Speed*	*Anscochrome Daylight* *Shutter Speed*	*Super Anscochrome Daylight* *Shutter Speed*
Bright sunlight, front lighted	2.8	—	—	—
	4	—	—	—
	5.6	—	1/200	—
	8	—	1/100	—
	11	—	1/50	1/200
	16	—	1/25	1/100
	22	1/200	—	1/50
Hazy sunlight, soft shadows	2.8	—	—	—
	4	—	1/200	—
	5.6	—	1/100	—
	8	—	1/50	1/200
	11	—	1/25	1/100
	16	1/200	—	1/50
	22	1/100	—	1/25
Bright overcast, no shadows	2.8	—	1/100	—
	4	—	1/50	—
	5.6	—	1/25	1/200
	8	—	—	1/100
	11	1/200	—	1/50
	16	1/100	—	1/25
	22	1/50	—	—
Dull overcast	2.8	—	1/50	—
	4	—	1/25	1/200
	5.6	—	—	1/100
	8	1/200	—	1/50
	11	1/100	—	1/25
	16	1/50	—	—
	22	1/25	—	—

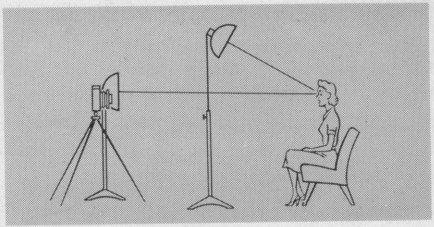
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indoor exposures

The illumination for pictures indoors should be from either floodlamps or flashlamps. Floodlamp illumination is a convenient, economical source of light for indoor pictures. A good basic setup calls for two number 2 photoflood lamps in good quality reflectors (or two Reflectorflood #2 lamps), placed as shown in the accompanying diagrams. The main light source should be directed downward at a 45° angle, and the fill-in light should be placed close to the camera.

The following table was computed from these lighting diagrams and will serve as a basic guide to help you determine the correct exposure. The table is based on average subjects against light colored walls or surroundings. Darker colors require an increase of one or two stops.





BASIC FLOODLAMP EXPOSURE TABLE AT 1/25 SECOND

Based on Two 500-Watt (3200K) Lamps in Good Quality Reflectors

Main Light Fill-in Light	4′ 6′	6′ 8½′	8′ 12′	12′ 18′
Super Hypan	*f*/16	*f*/12.7	*f*/9	*f*/6.3
Super Anscochrome Tungsten*	*f*/8	*f*/5.6	*f*/4	*f*/2.8

*When using photoflood lamps (3400K), use an 81A filter.

For exposures longer than 1/25th of a second, the camera must be mounted on a tripod, or other firm, level support. It is also recommended that a cable release be used to minimize the chance of jarring the camera. The cable release screws into the top of the shutter release button.

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flashlamp exposures

To get the full enjoyment from your camera, try making flash pictures. It is always fun to take pictures indoors—at parties, of the children at play, of special occasions.

The Memar is synchronized only at 1/25th second unless SM or SF lamps are used, when 1/25 or 1/50 second becomes possible. The Ansco Universal Flash Unit (JN206) is recommended for all-around ease of operation and compactness. Just fasten the camera to the bracket and plug the tip of the cord into the flash connector (No. 15. fig. 1). Do not use force as rough treatment will damage the connector. The Ansco Flash Unit takes all bayonet type lamps—SM, SF, #5, 25, #8 and M2 with an adapter.

When using flashlamps indoors, either Anscochrome or Super Anscochrome can be used. The use of Daylight Type color film requires blue flashlamps—Super Anscochrome Tungsten Type requires clear flashlamps. Use flash illumination outdoors, too, to fill in deep shadows.

The following table is based on the use of the Ansco Flash Unit which has a polished reflector. For other type flash units, follow the manufacturer's recommendations. Please bear in mind that the unit must have a 3mm continental type connector to fit on the Memar camera.

FLASHLAMP EXPOSURE TABLE

Calculated for Polished Reflectors

Lamp	*Shutter Speed**	*Flash Guide Number*			
		Super Hypan	*Anscochrome Daylight***	*Super Anscochrome*	
				*Daylight***	*Tungsten*
SM, SF	B-1/50	280	Not recommended		
M2	B-1/50	335	—	—	151
#5, 25	B-1/25	490	95	170	220

*These are the only shutter speeds for which the Memar is synchronized.

**Use blue flashlamps.

using the guide numbers

To find the correct exposure, divide the guide number by the distance from the flashlamp to the subject; the resulting figure will represent the lens opening required. Example: The guide number for a #5B lamp with Anscochrome Daylight Type at 1/25 is 95. The subject is 12 feet away, therefore, 95 ÷ 12 = 7.9, use f/8.

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electronic flash

Your Memar f/2.8 camera can be used with high-speed electronic flash. Since the filtration and exposures may vary, the following guide numbers are suggested as basic.

Beam Candle Power Second Rating *Watt-Second Rating*	*450* *25*	*900* *50*	*1800* *100*	*2675* *150*	*4000* *225*
Exposure Guide No.:					
Super Hypan	127	190	225	340	425
Anscochrome Daylight*	21	34	42	55	70
Super Anscochrome Daylight*	42	60	85	100	125

*Use an 81A filter.

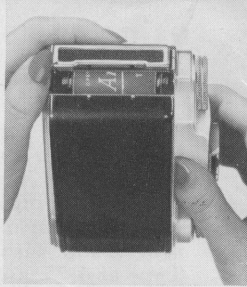
unloading the camera

When the final exposure has been made, the film must be rewound into the magazine before the camera is opened and the film removed. Do not advance the film beyond the last exposure since the film might become detached from the magazine and cannot be rewound.

To rewind the film, hold down the small button on the bottom of the camera and turn the rewind knob in the direction of the arrow. Continue turning until you feel a lessening of the tension, indicating the film has been released from the take-up spool.

Pull down on the locking lever and open the back of the camera. Pull up the rewind knob and the magazine can be removed easily from the camera.





tripod socket

The tripod socket is located in the center of the bottom of the camera. It is used not only for attaching the camera to a tripod, but also for attaching the carrying case to the camera and the camera to the Ansco Flash Unit.

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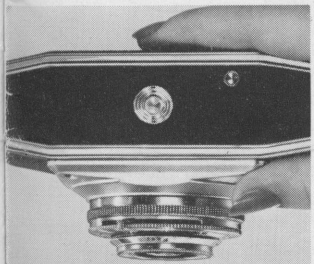
memar carrying case

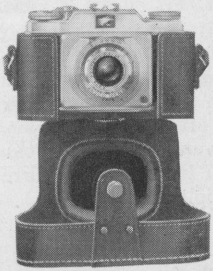
Protect your Memar camera from dirt, rain, dampness, by keeping it in an Ansco Memar Eveready Carrying Case—it is genuine top-grain cowhide. Since the lens and other front elements of the Memar have no self-protective covering, it is even more important to protect it from hard knocks.

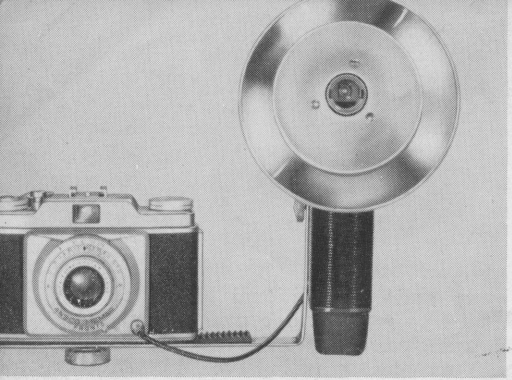
The Memar case has a short carrying strap and an additional length can be added to make it a convenient shoulder carrying case.

Your dealer will have this Memar Carrying Case—ask for the JN445.









flash unit

As mentioned earlier, you'll get much more enjoyment from your Memar camera if you can use it around the clock. Buy an Ansco Flash Unit and complete the versatility of your camera.

It will accept all bayonet type lamps and takes two size C batteries or a battery capacitor cartridge. It also has an extension outlet for multiple flash pictures. Your dealer has the Ansco Universal Flash Unit—JN206.

camera care

Your Memar is a fine precision instrument. Given proper care, it will give you years of service. Clean the front and rear elements of the lens often with a **clean,** soft lintless cloth. Blow out the back of the camera each time you load it to be sure there are no dust particles or lint.

It is recommended that you make a record of the serial number of your camera for your own protection. Fill in the Ansco Guarantee card and send in the registration. Ansco will send you a free roll of 35mm Anscochrome Film upon receipt of the card.

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Guarantee

Your Ansco Memar f/2.8 is manufactured from the finest quality materials by highly skilled craftsmen. It is guaranteed for a period of 12 months from date of purchase against defects due to workmanship or materials used in manufacture, and will be repaired or replaced when returned postpaid by owner or dealer to Ansco or authorized Ansco repair agency.

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