



*AnSCO*

how to use your **SUPER MEMAR**

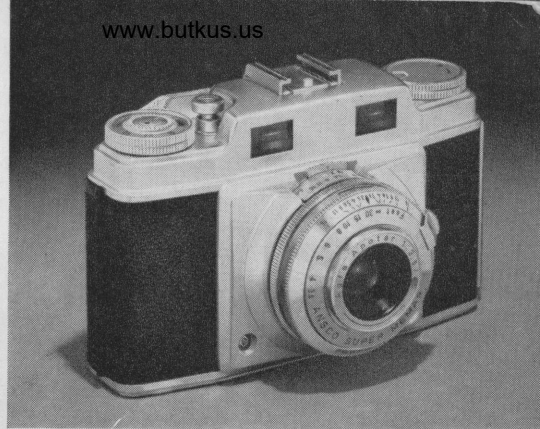
Your Super Memar takes standard 35mm double frame pictures (shown below) in black and white and color. These pictures may be enlarged to give prints of album size or larger for your enjoyment.




## your ansco SUPER MEMAR


You will find that the fully automatic Super Memar Camera is easy to use, compact to carry and produces superior pictures. This 35mm camera is equipped with an Agfa\* Apotar f/3.5 coated lens in a Prontor SVS shutter. It is M-X synchronized for flash and with its coupled range and viewfinder, automatic winding device and self-timer, it is a versatile camera for pictures anywhere, anytime.

The Super 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 11) and enjoy taking pictures.

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# camera parts

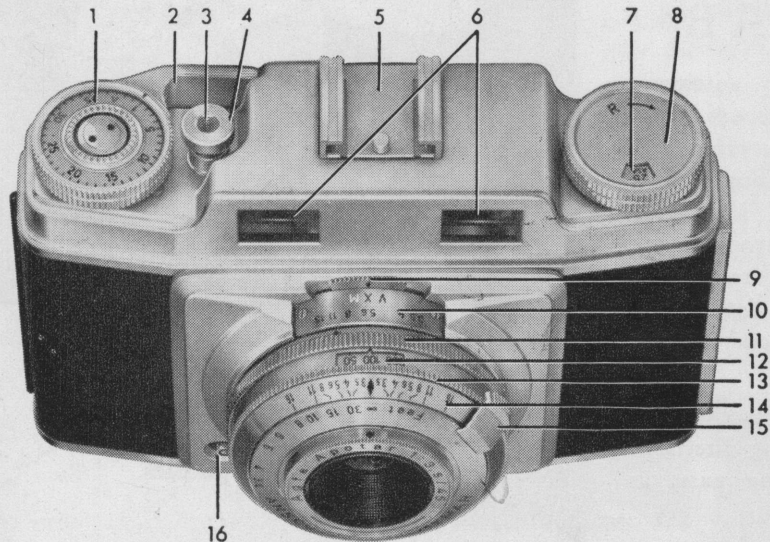


Fig. 1

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

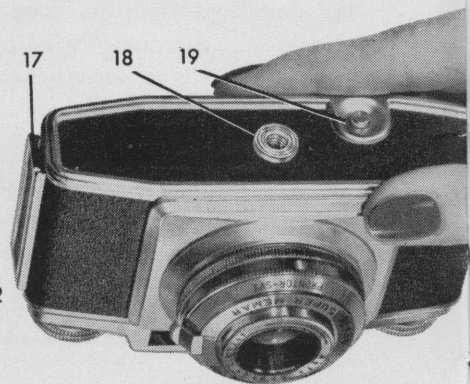
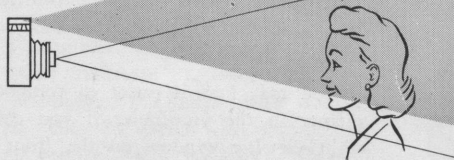


Fig. 2



## focusing

The Super Memar is equipped with a coupled rangefinder-viewfinder. By holding the camera to the eye, you will see the area of the subject as it will appear in the picture. The entire image area appears in a light tint, with a lighter circular section in the center. The object on which you are focusing should be centered in this circle. Turn the focusing lever (#15, fig. 1) until

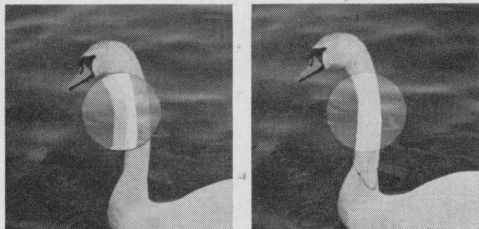


the two images in the circle coincide. The lens is now accurately focused and your subject will be sharp.

You may find it easier to compose your picture in the viewfinder if you cover the right viewing window on the front of the camera with your finger. This eliminates the light circle from the center of the field of view. Then, when you are ready, remove

your finger and coincide the images in the circle.

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.



## zone focusing

To use the Super 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 set 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 governs the amount of light which passes through the lens while

the shutter is open. It is regulated by the diaphragm setting ring (#11, fig. 1) which moves across a series of calibrated stops called "f" numbers. The f numbers are also "click" stops to assure precise settings. To set the diaphragm, the index mark on the setting ring should coincide with the number indicating the "f" stop. As the diaphragm moves from the lower (f/3.5) to the higher (f/16) number, 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 lens, move the diaphragm ring back and forth. Notice how the size of the opening varies.

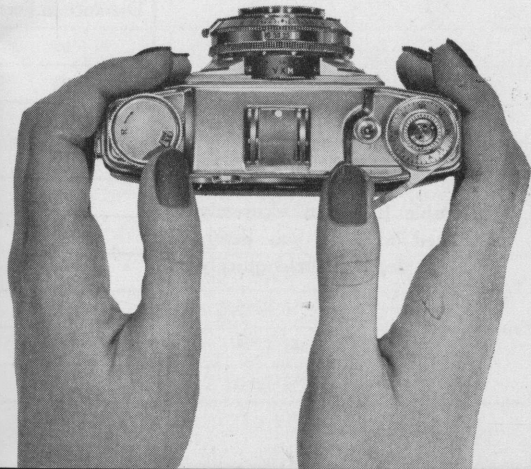
## the shutter

The shutter of a camera determines the length of the exposure. The Prontor SVS shutter on the Super Memar has mechanically regulated speeds of one full second to 1/300th of a second, plus B (for time exposures). It also has adjustable synchronization for M-X delay for flash (see page 17). The shutter settings can be clearly seen from above through the cut-out window on the top of the lens mount (#12, fig. 1). The speed is set by turning the thin milled ring (#13, fig. 1) so the desired speed is opposite the notch in the cut-out window.

The shutter is released (exposure made) by pressing down on the shutter release button (#4, fig. 1). Be sure to hold the camera level and steady and press the release button with a firm, slow pressure.

## automatic winding device

Before making subsequent exposures, grip the straight edge of the winding lever (#2, fig. 1) 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.



## time exposures

For exposures of longer than one second, it will be necessary to take a time exposure. Turn the shutter setting ring until the B is opposite the index notch. 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 Super Memar has a self-timing mechanism which allows about a ten 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 top of the lens mount (#9, fig. 1) to the letter V. Release the shutter in the usual manner and after about a ten-second delay, the picture will be taken. The self-timer will not work on "B," since time exposures are not mechanically pre-determined. You *must* change the adjustment to X or M if you do not want this delay for subsequent pictures. See page 17 for use of the automatic self-timer with synchronized flash.

## depth of field

Depth of field is that distance between the nearest and farthest points of sharp focus. With the diaphragm set at  $f/3.5$ , and

### DEPTH OF FIELD TABLE— ANSCO SUPER MEMAR

This table has been accurately calculated to help you determine the depth of field quickly and easily.

Distance in Feet
$\infty$
30
15
10
8
6
5
4
$3\frac{1}{2}$
3

the distance setting at 6 feet, everything from 5'4" to 7' 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.

f/3.5	f/4	f/5.6	f/8	f/11	f/16
44'- ∞	38'- ∞	27'- ∞	19'3"- ∞	13'10"- ∞	9'7"- ∞
17'9"-95'	15'10"-140'	15'2"- ∞	11'6"- ∞	9'4"- ∞	7'2"- ∞
11'2"-23'	10'9"-25'	9'8"-34'	8'4"-69'	7'- ∞	5'10"- ∞
8'2"-13'	8'-13'7"	7'4"-15'9"	6'8"-21'	5'10"-37'	4'11"- ∞
6'9"-9'11"	6'8"-10'2"	6'2"-11'4"	5'10"-13'6"	5'1"-18'9"	4'4"-45'
5'4"-7'	5'2"-7'2"	4'11"-7'8"	4'7"-8'8"	4'3"-10'6"	3'8"-15'8"
4'6"-5'8"	4'5"-5'10"	4'3"-6'2"	4'-6'9"	3'8"-7'9"	3'3"-10'5"
3'8"-4'5"	3'7"-4'5"	3'6"-4'9"	3'4"-5'	3'2"-5'10"	2'10"-6'9"
3'3"-3'10"	3'3"-3'10"	3'2"-4'	3'-4'3"	2'8"-4'8"	2'7"-5'5"
2'10"-3'2"	2'10"-3'2"	2'9"-3'4"	2'7"-3'6"	2'6"-3'10"	2'3"-4'3"

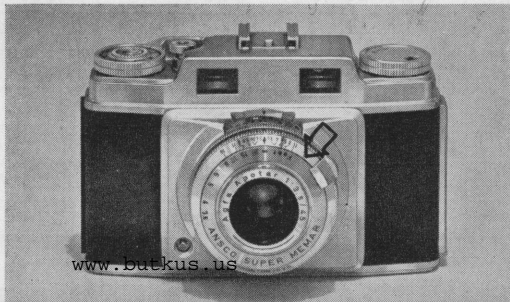
## depth of field computer

A depth-of-field computer is conveniently located on the stationary lens mount at the front of the camera (#14, fig. 1). On each side of the center index mark are identical markings which indicate the various diaphragm settings from  $f/3.5$  through  $f/16$ .

With the camera set for any specific distance, the depth of field for any particular diaphragm opening can readily be determined. The depth of field is that range of distance indicated by the two lines repre-

senting the diaphragm setting being used. You will see that with the camera set at 8 feet, at  $f/16$  the depth of field extends from about 4'4" to 45 feet. At  $f/3.5$ , everything from about 6'9" to 9'11" will be in focus.

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

**SUPREME**—a fast panchromatic fine-grain film ideal for indoor or outdoor photography. It comes in 20 and 36-exposure standard daylight loading magazines and in bulk lengths.

**ULTRA-SPEED PAN** — Ansco's highest speed 35mm panchromatic film for high quality pictures under adverse light conditions or when fast shutter speeds are important. Also excellent for use under normal light conditions. Available in standard 20 and 36-exposure magazines and in bulk loads.

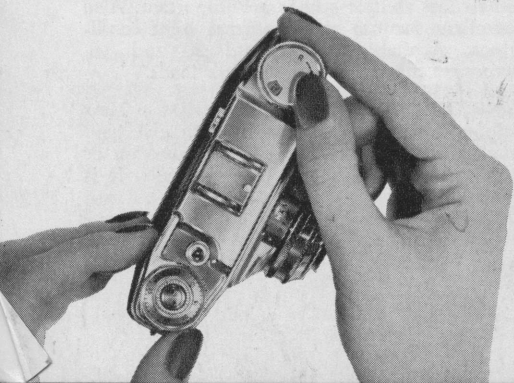
**ANSCOCHROME DAYLIGHT TYPE FILM** — New higher speed color film, it will give you natural color transparencies for projection or for Ansco Color Printon enlargements. It is sold in 20-exposure magazines and the Ansco Easy-Loader, which contains eight 20-exposure lengths to be conveniently loaded in daylight.



## 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, the ASA exposure index for Ansco Ultra-Speed Pan is 100—set the indicator at 100/ASA. If Ansco-chrome 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.



## loading the camera

To open the camera, pull down on the latch at the bottom of the left side of the camera (#17, fig. 2) and swing out the hinged back.

Turn the take up spool with your thumb until the slot is on top. Do not attempt to remove this spool from camera.

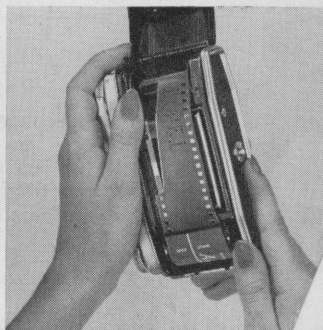
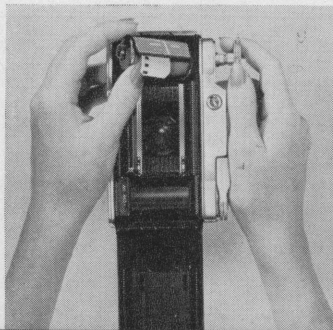
Set the counter disc at A by pressing in the center with the thumb (#1, fig. 1) and turning counter-clockwise.

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 12.

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 spool slot in the second full perforation of the small tongue. Turn the winding spool with your thumb until about  $\frac{3}{4}$  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 sufficient "exposures" have been made so that the film counter is on 1. The film is now in position and the first picture can be made.





## outdoor exposures

Exposures outdoors vary according to the existing light and the type of film being used. With the excellent coated lens of the Super Memar and the versatility of Ansco's Supreme and Ultra-Speed Pan films for

black-and-white photography, pictures can be taken almost anytime, anywhere.

The following table will serve as a guide for determining the correct exposures:

**EXPOSURE TABLE (for Supreme film)**

Lighting Conditions	f/16	f/11	f/8	f/5.6	f/4
Bright Sun	1/50	1/100	1/300	—	—
Hazy Sun	1/25	1/50	1/100	1/300	—
Bright Overcast	1/10	1/25	1/50	1/100	1/300
Dull Overcast	1/5	1/10	1/25	1/50	1/100

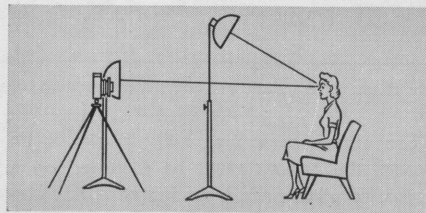
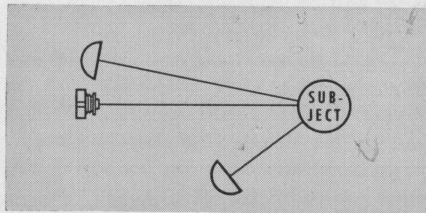
For Ultra-Speed Pan, use next smaller lens opening (higher number)

## 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 Reflector Flood #2 lamps), placed as shown in the accompanying diagrams. The main light source should be directed downward at a  $45^\circ$  angle, and the

fill-in light should be placed close to the camera on the opposite side of the main light.

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.



# **FLOODLAMP EXPOSURE TABLE (for Supreme film)**

Main Light	3'	5'	6'	10'
Fill-in Light	5'	7'	9'	14'
f/11	1/25	1/10	1/5	1/2
f/8	1/50	1/25	1/10	1/5
f/5.6	1/100	1/50	1/25	1/10
f/4	1/300	1/100	1/50	1/25
f/3.5	—	1/300	1/100	1/50

For Ultra-Speed Pan, use next smaller lens opening (higher number)

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 (#3, fig. 1).

## flashlamp exposures

Since the Ansco Super Memar has built-in flash synchronization, an additional flash synchronizing attachment is not necessary. All you need is the Ansco Universal Flash Unit.

The synchronization of the Super Memar is adjusted for X (instantaneous) or M (20 millisecond) delay operation through the use of the flash synchronizing lever which is located in the middle of the top of the lens mount (#9, fig. 1). Popular flashlamps may be used at the settings and guide numbers shown in the exposure table.

To use high-speed electronic flash, set the synchronizing lever at the X setting.

To use with SM, SF or M2 flashlamps, the shutter synchronizing lever must be set at X. To use with all other flashlamps, the shutter must be set at M.

The self-timer can be used for flash pictures by using SM, SF or M2 lamps at the V setting and shutter speeds of 1/50th or slower. With a shutter speed of 1/25th, M type lamps can be used.

# FLASHLAMP EXPOSURE TABLE

## Calculated for Polished Reflectors

Lamp	Shutter Speed	Setting	Guide Number	
			Supreme	Ultra-Speed Pan
SM, SF, M2	B-1/50	X	78	110
#8	B-1/50	M	98	140
	1/100	M	76	105
	1/300	M	48	68
#5, 25	B-1/50	M	140	195
	1/100	M	105	150
	1/300	M	68	95
#11, 40	B-1/50	M	160	230
	1/100	M	120	170
	1/300	M	76	105
#2, 22	B-1/50	M	210	300
	1/100	M	155	215
	1/300	M	95	135

## using the guide numbers

To find the correct exposure, divide the guide number by the distance from the flash-lamp to the subject; the resulting figure will represent the lens opening required. Example: The guide number for a #5 lamp with Supreme Film at 1/100 second is 105. The subject is 10 feet away, therefore,  $105 \div 10 = 10.5$ , use  $f/11$ .

## color photography

Color photography is fun — color photography with your Super Memar is easy. The resulting transparencies can be viewed by projection or enlargements can be made on Ansco Color Printon. Just keep in mind that

your subject should be well lighted and heavy shadows should be avoided. The following tables are offered as a guide to help you determine the correct exposure.

**DAYLIGHT EXPOSURE TABLE (Anscochrome Daylight Type Film)**

Shutter Speed	Bright Sunlight Front Lighted	Bright Sunlight Side Lighted	Bright Sunlight Back Lighted	Bright Sunlight Soft Shadows	Bright Overcast No Shadows	Dull Overcast
1/25	f/16	Between f/16 & f/11	f/11	f/11	f/8	Between f/8 & f/5.6
1/50	f/11	Between f/11 & f/8	f/8	f/8	f/5.6	Between f/5.6 & f/4
1/100	f/8	Between f/8 & f/5.6	f/5.6	f/5.6	f/4	—
1/300	Between f/5.6 & f/4	f/3.5	—	—	—	—



Do not hesitate to use your flash gun with color, too. Lighten those deep shadows outdoors and take indoor flash shots. The guide numbers for popular size flashlamps for use with Anscochrome Daylight Type film follow.

When using your Super Memar with high-speed electronic flash, the use of a UV16 filter is recommended with Anscochrome Daylight Type. Since the filtration and exposures may vary, the following guide numbers are suggested as basic:

Watt-Second Rating	25	50	100	150	225
Exposure Guide Number	21	34	42	55	70

Use of the guide numbers is given on page 18.

## FLASHLAMP EXPOSURE TABLE

### Calculated for Polished Reflectors

ANSCOCHROME DAYLIGHT TYPE FILM		
Lamp	Shutter Speed	Guide No.
5B, 25B (M Setting)	B-1/50	95
	1/100	75
	1/300	48
11B, 40B (M Setting)	B-1/50	110
	1/100	80
	1/300	51
2B, 22B (M Setting)	B-1/50	140
	1/100	100
	1/300	65

*For use of the guide numbers see Page 18.*

To more fully understand and enjoy color photography, get a copy of "Color Photography Made Easy" available from your Ansco dealer.

## unloading the camera

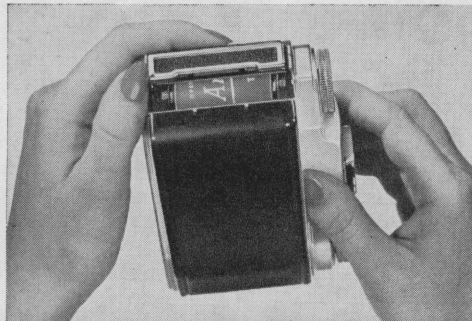
When the final exposure has been made, the film must be rewound into the magazine before the camera is opened and the film removed. Do not advance the film beyond the last exposure since the film might become detached from the magazine and cannot be rewound.

To rewind the film, hold down the small button on the bottom of the camera (#19,

fig. 2), pull up the rewind knob about 1/16 inch 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.

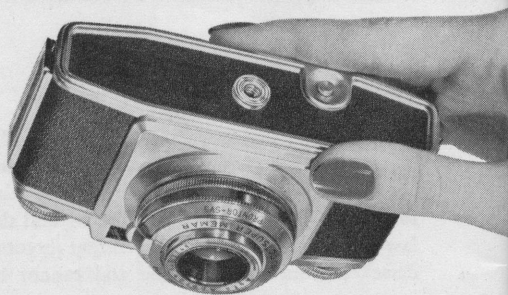
Pull down on the locking lever and open the back of the camera. Pull up the rewind knob all the way and the magazine can be removed easily from the camera.

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## tripod socket

The tripod socket is located in the center of the bottom of the camera (#18, fig. 2). 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.



## filters

Ansco has available several types of high quality optical glass filters, mounted in spun aluminum, for color photography—the UV15, UV16 and UV17 Ultraviolet absorption filters and the #10 and #11 Conversion. Use with a standard 30mm slip-on filter holder.

Ask your dealer for Series 5 Ansco Filters.

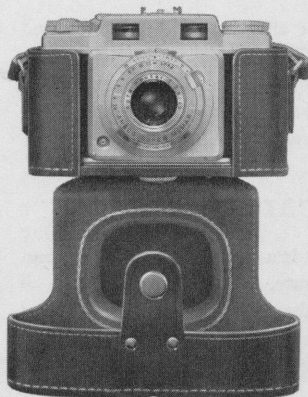


## memar carrying case

Protect your Super 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 Super 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. Inside the cover of the case is a convenient compartment for carrying lens filters.

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



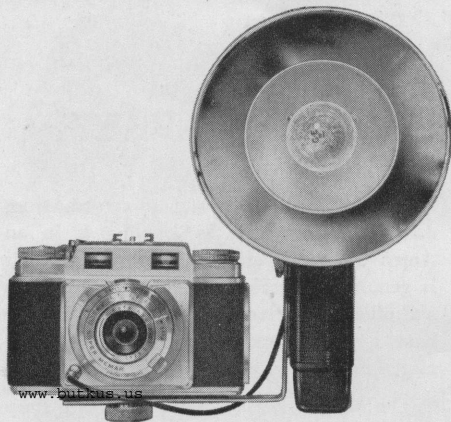
## flash unit

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.

how to use your ansco super memar

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