



This manual is for reference and historical purposes, all rights reserved.

**This page is copyright© by M. Butkus, NJ.**

This page may not be sold or distributed without the expressed permission of the producer

I have no connection with any camera company

On-line camera manual library

This is the full text and images from the manual. This may take 3 full minutes for the PDF file to download.

**If you find this manual useful, how about a donation of \$3 to: M. Butkus, 29 Lake Ave., High Bridge, NJ 08829-1701 and send your e-mail address so I can thank you. Most other places would charge you \$7.50 for a electronic copy or \$18.00 for a hard to read Xerox copy.**

**This will allow me to continue to buy new manuals and pay their shipping costs.**

**It'll make you feel better, won't it?**

**If you use Pay Pal or wish to use your credit card,  
click on the secure site on my main page.**

PayPal Name [Lynn@butkus.org](mailto:Lynn@butkus.org)

# HOW TO GET BETTER PICTURES

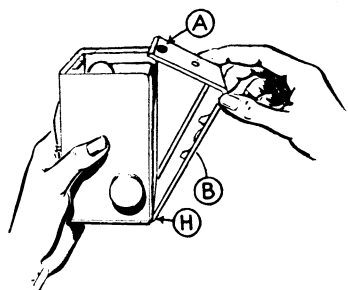
*with your*  
**MODEL E**



# hollywood REFLEX



# OPENING



1. Turn camera upside down and grasp in left hand.

2. As in illustration, press opening button (A) with forefinger of right hand; grasping back (B) with thumb and second finger, slowly rotate back about hinge (H).

3. Back (B) will now come off camera completely.

4. Load camera as shown and described elsewhere.

5. After loading, return back to camera by first being certain hinge pins are in hinge slot (H). Then slowly swing the back closed, being sure to squeeze back (B) shut. Do not force hinge pins into slot.

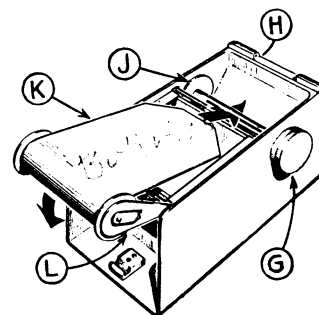
## LOADING

1. Pull knob (G) out from camera and drop empty spool (J) in as shown. Rotate knob (G) to engage spool (J).

2. Rotate cradle (L) out from the camera and place full film spool (K) therein.

# LOADING

3. Pull the red paper of (K) towards (J) and insert tapered end in the broad side of the slot in the spool.



4. Turn (G) a few times to make sure film is properly engaged.

5. Slowly rotate cradle (L) back into space provided, thereby making the film taut.

6. After the camera has been closed, rotate the winding knob (G) and watch the window in the back until the number 1 appears. The camera is now ready for the first picture. Immediately after snapping, rotate (G) until the number 2 appears. Continue this procedure until 12 pictures have been taken, then rotate (G) until all of the film has been wound up on the take-up spool.

7. In the shade again, remove back (B), turn the camera upside down, pull knob (G) out and the exposed roll will fall out easily. Be sure that the roll of exposed film is held taut and securely sealed with the gummed tape which is furnished.

# FOCUSING

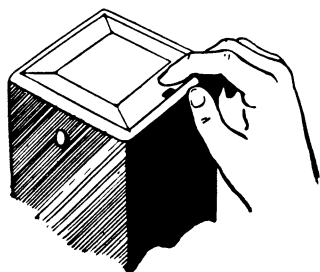
The Hollywood Reflex "MODEL E" is a true reflex, the upper lens focusing the picture on the ground glass while the lower lens is simultaneously focusing the same picture on the film. Open the top assembly by pressing down and backward on the convenient finger tip release, located in the top rear of the camera.

## VIEWING

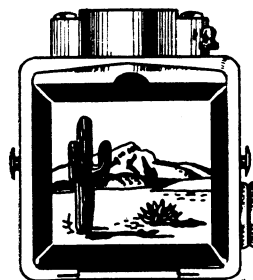
After setting the diaphragm stop and shutter speed as per the exposure table below, hold the camera firmly against the body at such distance from the eye as to permit sharp focusing. Then frame the subject in the ground glass, the way you want the finished picture to look.

Now rotate the geared lens barrel until the subject is sharply in focus on the built-in magnifier lens mounted on the ground glass, and then press down on the shutter release with steady, even pressure. As an additional convenience, the face of the lower lens barrel is marked with numbers representing the feet

distance between the camera and the subject being photographed, and the distance is indicated by the index mark.



# TAKING TH



Make sure that the pictures are taken with the sun in back of the photographer. This will insure clear, sharp pictures as sunlight shining into the lens will cause fogging.

It is not necessary to close the hood between shots. When convenient, fold in the side flaps one at a time, then fold the assembly down into the cavity. Snap the top in place.

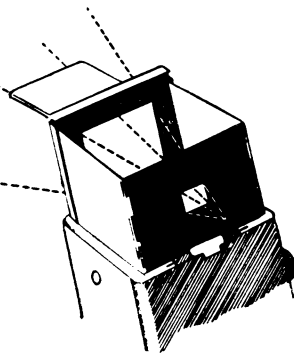
## SPORTSFINDER

The "MODEL E" is equipped with a *Sportsfinder*" that consists of a hinged door in the top cover and a square hole in the back piece of the top assembly. The Sportsfinder may be used to sight action shots and should be used in flash photography. When the top assembly has been sprung open, open the door and sight through the square holes.

## COLOR PHOTOS

For color transparencies, use 620 color film only. Set diaphragm at f-7.7 and shutter speed

of 50 and take pictures on bright sunny days with sun behind you. For use of other color films follow directions furnished with film. All color pictures should be taken during period beginning three hours after sunrise and ending three hours before sunset.



## FLASH PHOTOS

For flash photography, the MODEL E is equipped with a factory adjusted internal synchronizer, the jacks of which extend from the lower part of the lens mount. Your dealer can supply you with a Hollywood Reflex flash gun specially designed for this camera which will give excellent results providing you follow the directions furnished with the flash gun.

Use Shutter speed of 50 and set the diaphragm stop at f-16 for flash pictures under 8 feet distance and at f-7.7 for distances between 10 and 15 feet. For best results follow bulb manufacturer's instructions.

To take pictures indoors or under poor lighting conditions not using flash, it is nec-

essary to expose the film to light longer than when taking snapshots. The shutter on MODEL E is so designed as to permit you to make "time exposures" by following these simple directions:

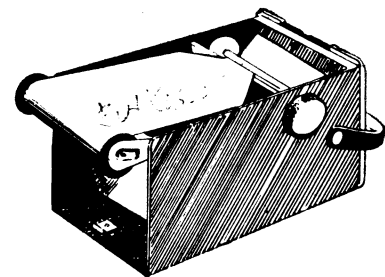
## TIME EXPOSURES

In taking time exposure, first move the exposure control on right side of lens housing to "time."

On the lower left side of the lens housing is a cable release socket. The socket is designed for an Effen "PA" cable release, use of which is helpful, but not essential.

Do not hold the camera in your hand but rest it on a firm table or screw a tripod head into the socket provided in the bottom of the camera. After properly framing and focusing the subject in the ground glass, press the shutter release or squeeze cable release, keeping your finger on it for the time of exposure desired.

If you are not taking any more time exposures, return exposure control lever to its original position.



# EXPOSURE

FOR 620 FILM WESTON SPEED 50 (VERICHROME OR PLENACHROME)	SHUTTER SPEED			
	50		150	
	Snap Shot		Action	
	Clear	Hazy	Clear	Hazy
MARINE OR SNOW	f22	f16	f16	f11
DIRECT SUNLIGHT	f16	f11	f11	f7.7
LIGHT SHADE	f11	f7.7	f7.7	—
DULL SHADE	f7.7	—	—	—

The MODEL E is equipped with an iris diaphragm that regulates the amount of light entering the optical system. The "f" numbers marked on the edge of the lower lens housing are a measure of that exposure, the smaller the number the *greater* the amount of light admitted.

Though only approximately correct, use of above table assists in obtaining good negatives. Use of complete exposure tables, available at all dealers, is recommended.

Always remember to load your camera in the shade. Never let bright light hit the film roll before or after snapping the pictures.

In loading and unloading keep film roll taut, otherwise light may leak into sides of pictures.

You have purchased a precision-made camera. With proper care and by following the above directions you will always obtain good results and many years of excellent service from your Hollywood Reflex.

CRAFTEX PRODUCTS CORPORATION  
1307 North La Brea      Hollywood 28, Calif.



# HOW TO GET BETTER PICTURES

*with your*  
**MODEL E**



# hollywood REFLEX

