



Directions
FOR PICTURE-TAKING WITH

Univex

MODEL "A"
CAMERA

UNIVERSAL CAMERA CORPORATION
NEW YORK, N.Y., U.S.A.

UNIVEX Model "A" is constructed with all the care and painstaking application to every detail that one would expect to find in an expensive camera. It is only the enormous production facilities behind it which make its amazingly low price possible.

CAUTION: Do not carry this camera in your pocket unless it is carefully wrapped or in a carrying case. Otherwise lint and dirt from the pocket will get into the shutter mechanism and put it out of order.

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Fig. 1

YOUR UNIVEX IS AN EXCELLENT AND THOROUGHLY COMPLETE PICTURE TAKING MACHINE. It will give you consistently and marvelously good pictures if you will but digest these instructions before taking any pictures with your camera and before loading it with film.

TO LOAD: Use UNIVEX No. 00 Ultrachrome Rollfilm. Remove back cover by pressing at point indicated by arrow (Fig. 1).

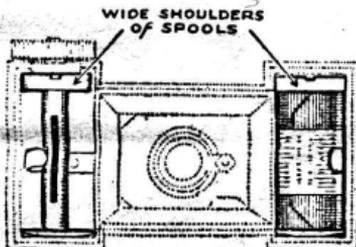


Fig. 2

This camera can be loaded or unloaded in daylight. However, this should always be done in a subdued light, not in direct sunlight. **WITHOUT BREAKING GUMMED SEAL ON THE PROTECTIVE PAPER** (Fig. 2), 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. 2).

HOLDING SPRING IN CRADLE



Fig. 3

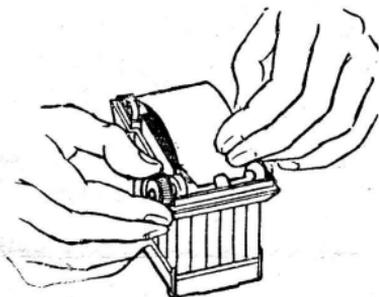


Fig. 4

HOLDING SPOOL IN CRADLE WITH ONE HAND (Fig. 3), 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.) Thread end of protective paper through the slit in the empty spool (Fig. 4) 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 rewinding 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. 4) to bind paper securely on the spool. Then, securely replace back cover of camera.



Fig. 5



Fig. 6

WATCHING THE RED WINDOW, turn the winding knob until the warning hand appears through the red window (Fig. 5), then, turn knob very slowly until the figure 1 appears in center of window (Fig. 6). **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.

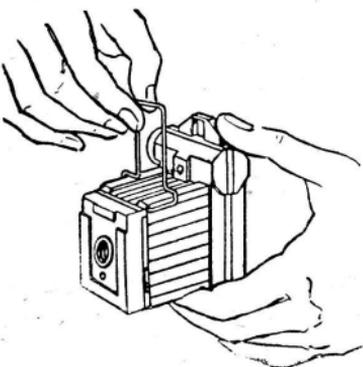


Fig. 7

MAKING THE SNAPSHOT: UNIVEX (Model A) is strictly a snapshot camera.

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.

OPEN THE WIRE FIELD-FINDER which rests in front cover until it rests on top of camera in a perpendicular position (Fig. 7).

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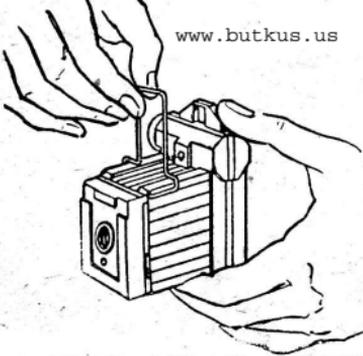


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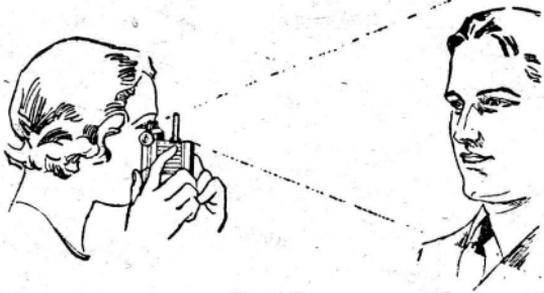


Fig. 8

With rear peep-sight to the eye, **BRACE BACK OF CAMERA AGAINST YOUR FACE** (Fig. 8) in order to steady camera at moment of snapping picture.

field-finder (Fig. 8) 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 8 above,

LOOKING THROUGH REAR PEEP-SIGHT, place your subject or field inside of 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.



Fig. 9

TO MAKE PICTURES WITH LONG DIMENSION OF PICTURE HORIZONTAL (Fig. 9), simply follow above instructions, holding camera to face in horizontal position instead of vertical as in Figure 10 above.

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 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 head and shoulders of subject in wire field-finder as in Figure 8 and snap.

FOR HEAD AND SHOULDER PORTRAITS THE SUBJECT SHOULD BE APPROXIMATELY THREE FEET 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.

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 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. 11).



Fig. 10

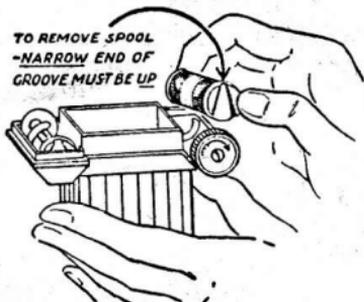


Fig. 11

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.

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, and, 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 THIRTY CENTS (30c) FOR THREE ROLLS (postage prepaid by us anywhere in the U.S.A.) to:

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