argoflex

75

INSTRUCTIONS FOR USE

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Argus, Incorporated
Ann Arbor, Michigan

argus



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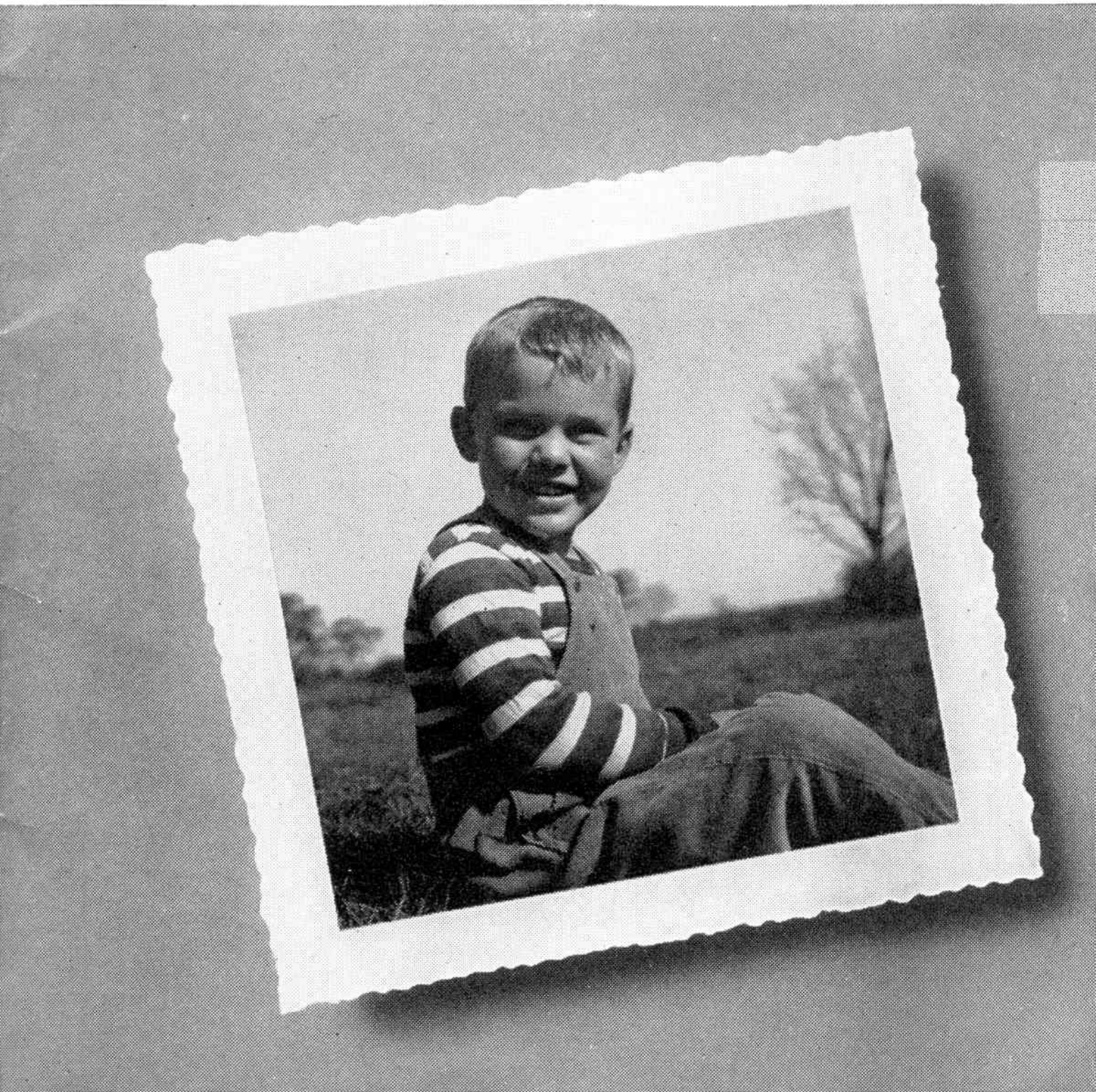
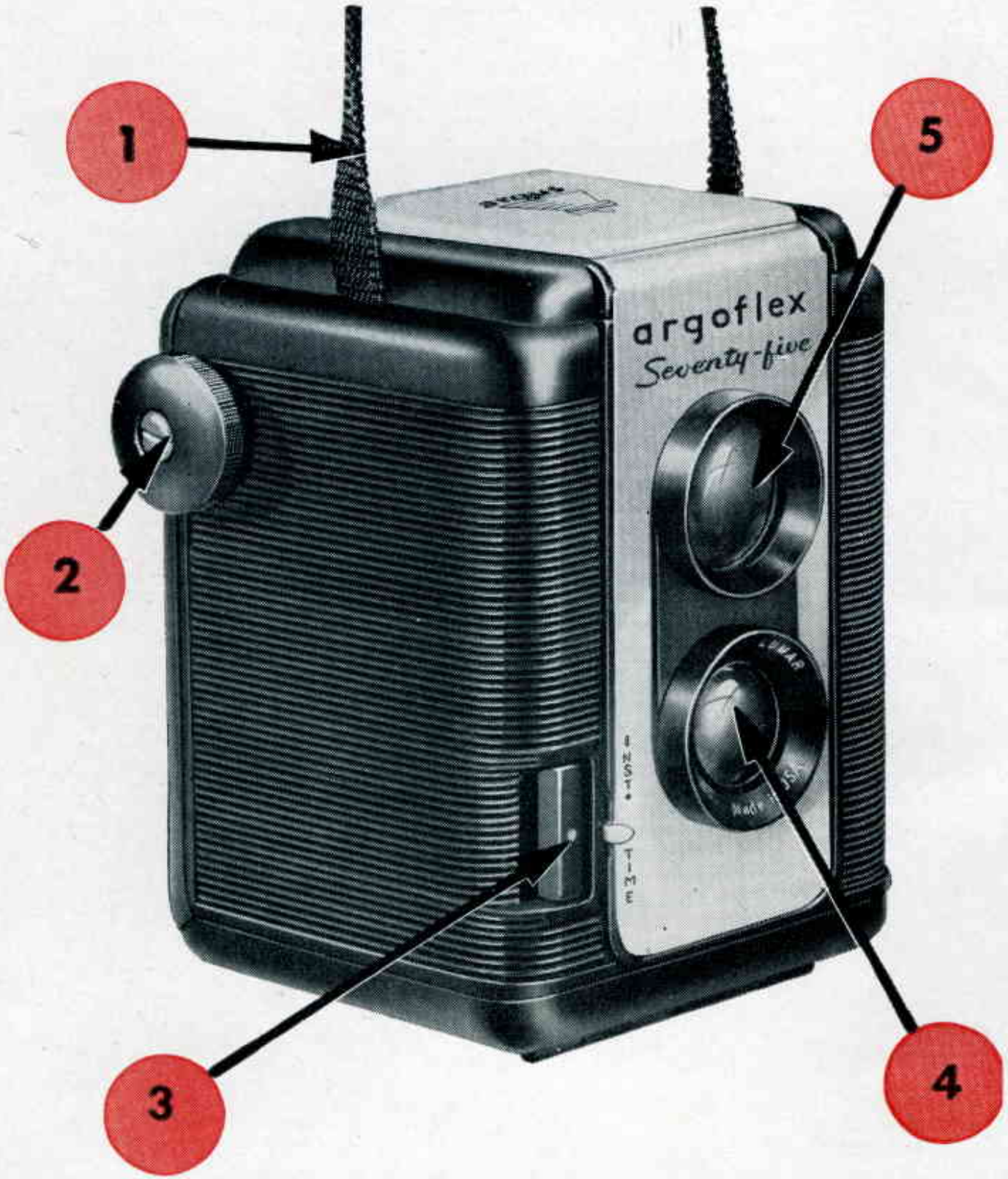
Argoflex uses 620 roll film for 12 pictures 2¼ x 2¼ (shown below in exact size) which may be enlarged (see facing page) if desired.



argoflex 75



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Argoflex 75 is a modified twin-lens type camera with a large brilliant viewing screen. Like other Argoflex models, it shows you the picture before you take it. In operation, it has been simplified to the greatest possible degree and is as easy to use as the most simple box camera. Modern features usually reserved for expensive cameras . . . like built-in flash and double-exposure prevention . . . are representative of the advanced design of the Argoflex 75.

To obtain the utmost from your Argoflex 75, read this instruction book carefully so you will thoroughly understand its operation.



1 **Neck Strap**
2 **Film Winding Knob**
3 **Shutter Release**
4 **Taking Lens**
5 **Viewing Lens**
6 **Locking Catch**
7 **Film Window**
8 **Flash Contacts**

LOADING

Use Only Size 620 Film—Black & White or Kodacolor

In selecting a film for your Argoflex 75, we recommend Eastman Verichrome or Ansco Plenachrome for black-and-white pictures, and Eastman Kodacolor, which yields beautiful prints in full, natural color. Note: when using Kodacolor, take pictures only in bright sunlight with no shaded areas.



1

Open the back of the camera by lifting up the locking catch. The back is hinged for convenience but do not let it drop or hinge may be sprung.

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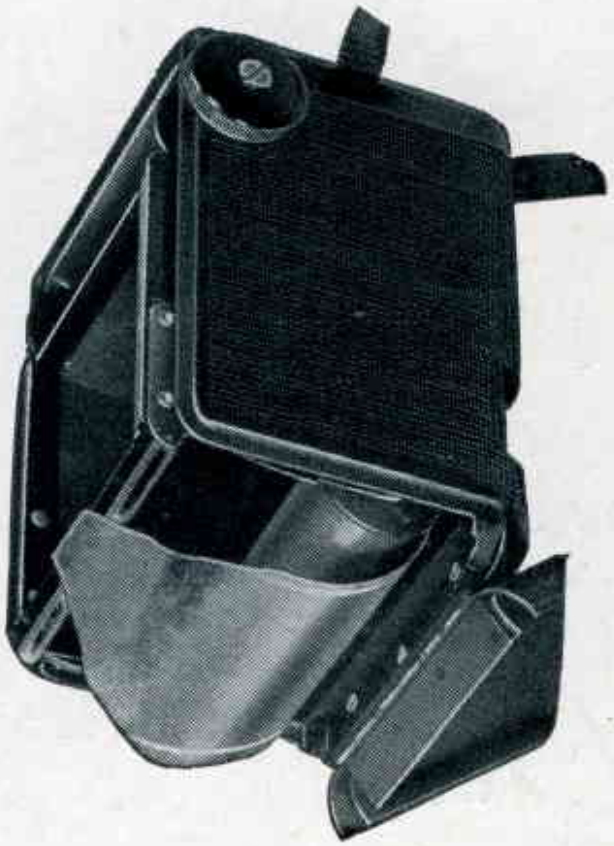
2

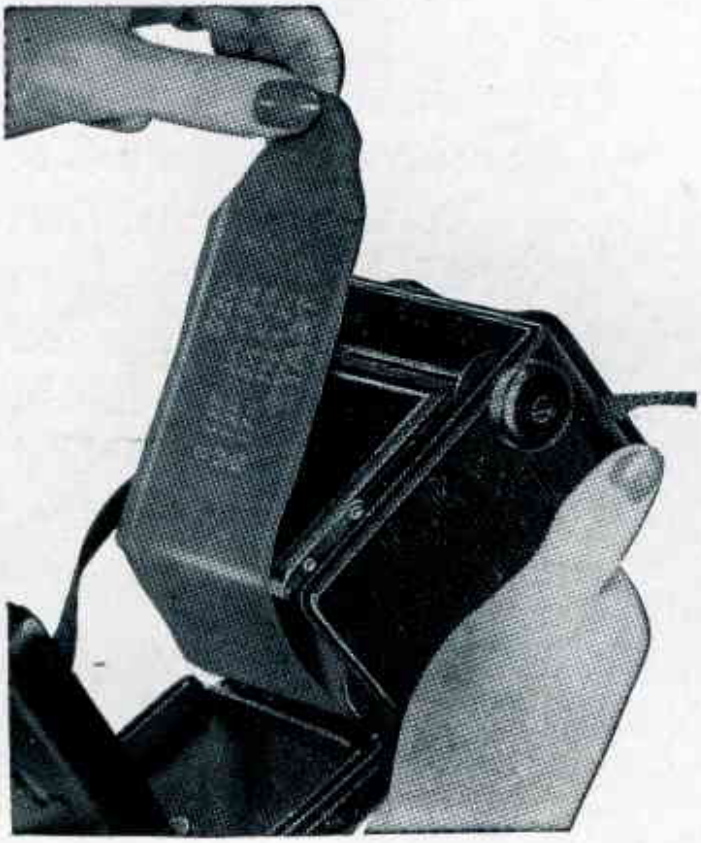


Place empty film spool in upper film compartment, first making sure film spool slot is engaged with winding knob; then press other end of spool in place.

3

Be sure to load the camera in subdued light; not in bright sunlight. Insert roll of film in lower film compartment and slide into place engaging spool pins. Be sure film is inserted with end of protective paper in position indicated.





4

Pull off about 6 inches of paper leader for threading.

5

Fold end of paper (about one inch) and insert into long slot of the empty film spool. To secure end of paper, give the winding knob two or three turns.



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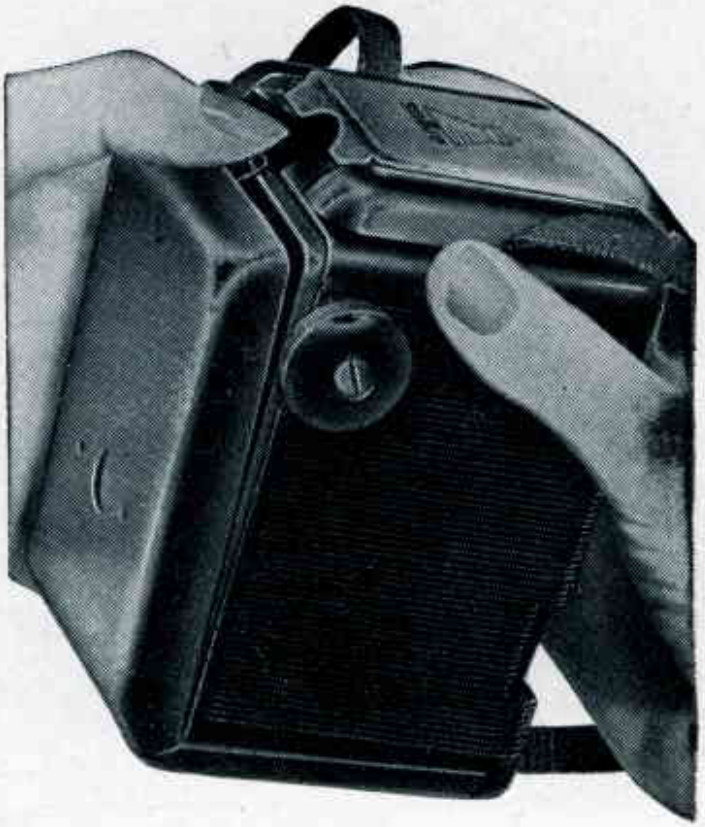
6

Close camera back, making sure it is securely closed and locked.





7

Turn film winding knob until Figure 1 appears in the center of the red window. The camera is now ready for the first picture.

SHUTTER ADJUSTMENT



A lever on the front of the Argoflex 75 permits adjustment of the shutter for "TIME" or "INSTANTANEOUS" exposures. For snapshots, use marking INST. The TIME setting requires a steady support for the camera, and is used when taking pictures indoors or where there is very little light (see page 19 for use of TIME setting).

DOUBLE EXPOSURE PREVENTION

An unusual feature of Argoflex 75 is double exposure prevention. This means you cannot accidentally take two pictures on the same film. Because of its design, a picture cannot be taken with Argoflex 75 until the film is wound. To determine whether or not the film has been wound, a red "flag" is placed inside the camera and is visible through the lens only after winding the film. This invaluable feature will eliminate one of the most common amateur mistakes.

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Open the reflecting view-finder hood, using the thumb as indicated.

The brilliant view-finder shows you the way the picture will look on the film.



TAKING THE PICTURE



To take the picture, hold the camera as illustrated above, and compose the subject in the view-finder as you want it to appear in the finished picture. A lower or higher camera position may be desirable to get just the effect you want. Then, hold your breath for an instant and squeeze the shutter release *smoothly* with the right forefinger. Take care not to jar the camera or the picture may be blurred due to camera movement.

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WINDING FILM

After each picture is taken, wind until the next figure appears in the center of the red window. After all 12 pictures (9 when using Kodacolor film) have been taken, wind about 6 turns to take up film and protective paper.



UNLOADING FILM

Open the back of the camera by lifting the locking catch, and lift out the roll of exposed film.

CLOSE-UPS

Argoflex 75 has a "universal focus" lens. This means the camera does not have to be focused, and all subjects 7½ feet to infinity will appear in sharp focus.

For "close-up" pictures, Argus optical glass portrait lenses may be used. Three such lenses are available: 1D, for pictures at 28″ to 38″; 2D, for pictures at 15″ to 18″; 3D, for pictures at 11″ to 13″.

The lenses are supplied unmounted, 30 mm. in diameter and an Argus adapter ring size 28.5 mm. holds them in place on the camera lens.

Ask your Argus Dealer to show you this accessory.



Taken at 7½ feet, no portrait lens



Taken at 18 inches, using Portrait 2D lens

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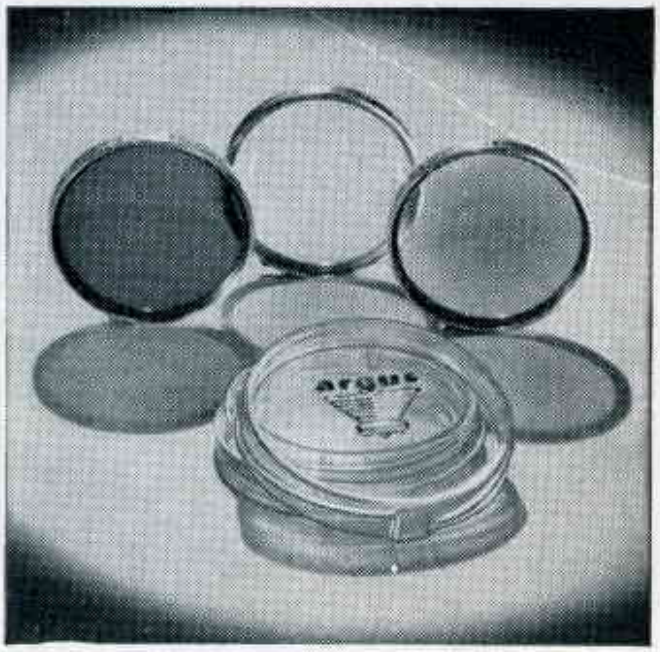
FILTERS

Argoflex 75 may be used with Argus Optical Glass Filters for improving the rendering of clouds in pictures or for obtaining unusual effects. Argus adapter ring size 28.5 mm. fits the Argoflex 75 lens mount.



FILTER	FILM	TYPE OF SUBJECT
Light Yellow	Verichrome, Plenachrome, Panatomic X	Average landscapes or distant subjects
Dark Yellow	Verichrome, Plenachrome, Panatomic X	Sea or snowscapes, distant mountain scenes
Dark Yellow	Plus X, Supreme	Average landscapes or distant subjects
Green	Plus X, Supreme	Average landscapes
Red	Super XX, Superpan Press	Average landscapes or distant subjects

Use of Argus filters is recommended when taking landscapes, seascapes, distant subjects and mountain scenes because of the improved rendering of sky tones.



TAKING FLASH PICTURES

Argoflex 75 may be used to take pictures with flash bulbs without special adjustment. Synchronization is built-in, and the only extra required is the Argus 76 Flash Unit. This unit merely plugs into the camera, like plugging in a lamp and you are ready to take flash pictures.

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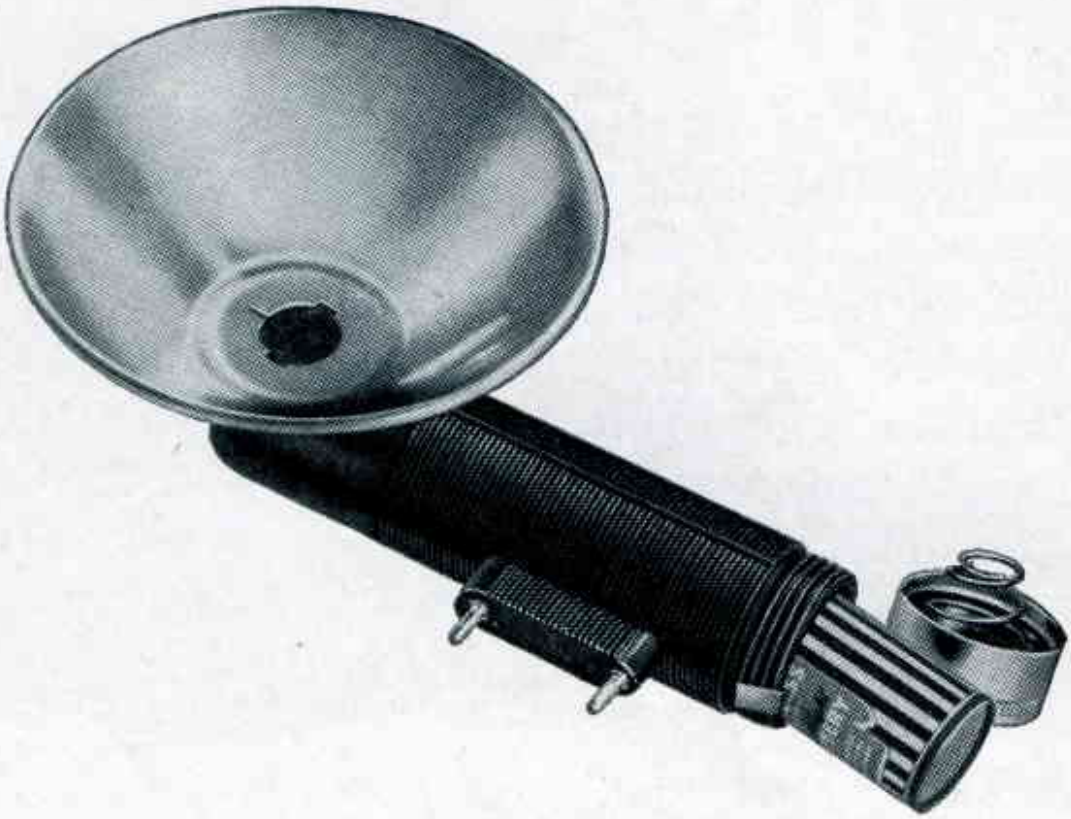

WITH YOUR ARGOFLEX 75

To use the Flash Unit, first unscrew the lower end cap and install two standard flash light batteries. (The correct batteries are the size of a quarter.) Be sure the batteries are fresh. Weak batteries may flash the bulb, but the flash may not synchronize with the opening of shutter.

To attach Flash Unit to the camera, insert flash contact pins into the holes on the side of the camera. The camera is automatically synchronized. Caution: do not have a flash bulb in Flash Unit when attaching.





It is recommended that the film be advanced before flash bulb is inserted. After attaching Flash Unit to the camera, a flash bulb may be inserted in it. Clean flash bulb contact. Push bulb in as far as it will go.

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ARGOFLEX 75 FLASH TABLES

For *snapshots* (set camera shutter on INST; see page 10), and use General Electric, Westinghouse, Sylvania, or other flash lamps with the designations shown below (SM, SF, No. 5 or Press 25). If subject is moving, SM or SF lamps produce best results.

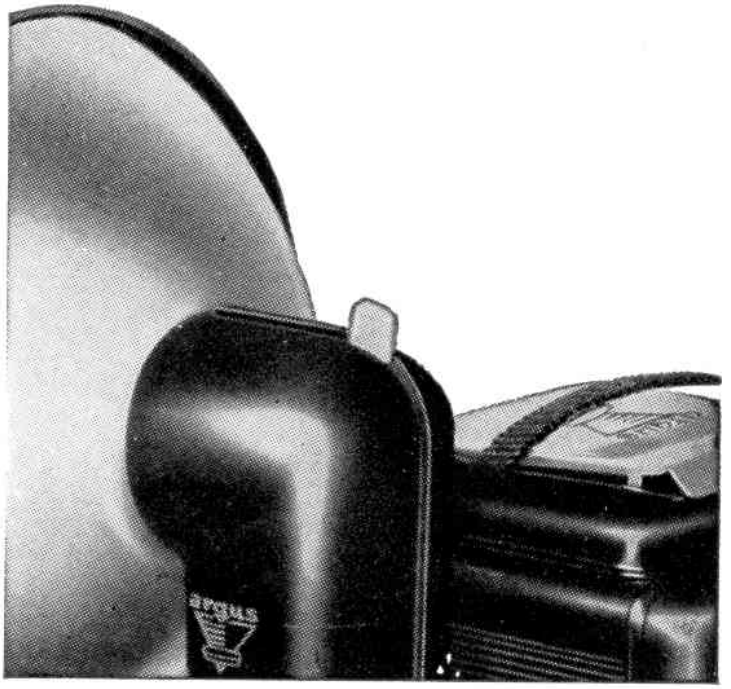
FILM	SM or SF	No. 5	Press 25
Kodak Verichrome	7½ to 9 feet	10 to 15 feet	12 to 18 feet
Kodak Plus X	8 to 12 feet	12 to 18 feet	15 to 20 feet
Ansco Plenachrome	"	"	"
Ansco Supreme	"	"	"
Kodak Super XX	"	"	"
Ansco Superpan Press	"	"	"

When using Kodacolor film (outdoor type), the GE No. 5B flash lamp is recommended at 3½ to 4 feet (a portrait lens is necessary for use at this distance). These distances are based on manufacturer's recommendations for average subjects in medium colored rooms.



To take pictures with flash, check the distance to be sure you are neither too close nor too far, and follow the instructions on page 12.

After the flash picture is taken, the flash bulb may be ejected automatically by pressing the red button at the top of the Flash Unit. This prevents burned fingers.



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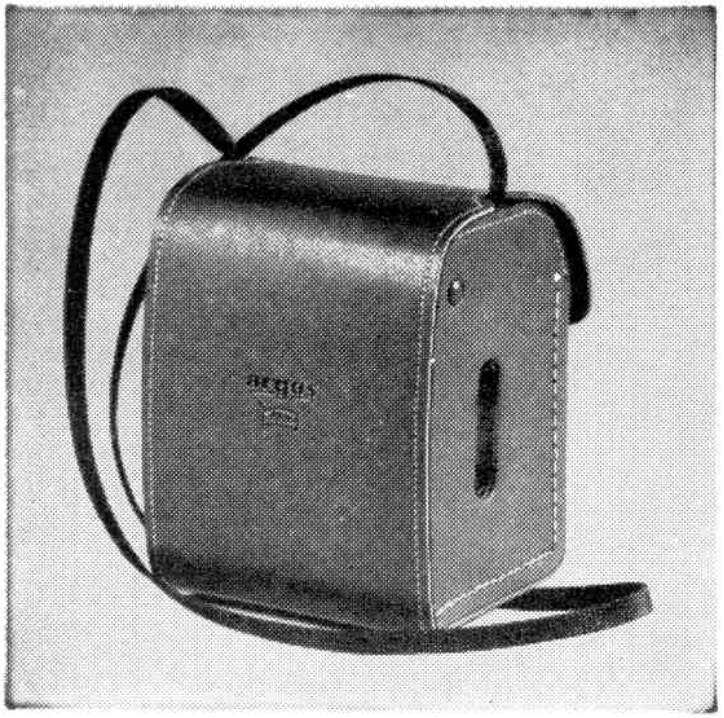
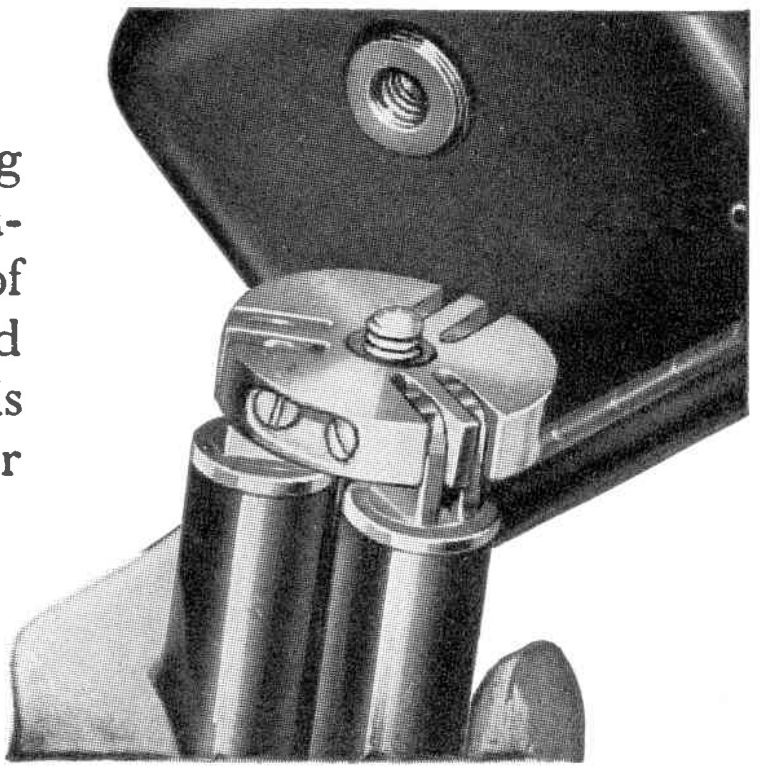


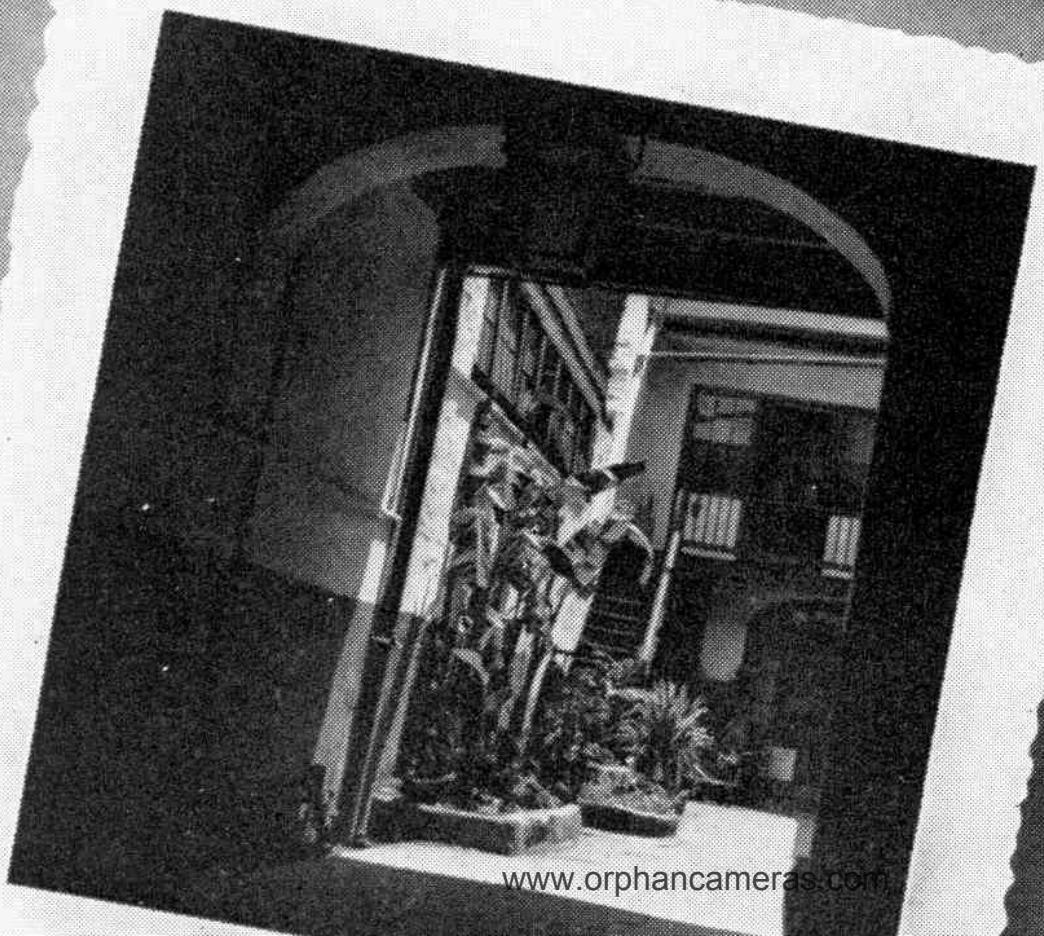
To protect Argoflex 75, a genuine leather carrying case is provided as an accessory. It is designed to permit use of the camera without removal, including use of the flash unit.

The threaded bushing on the base of the camera permits the use of any standard tripod with Argoflex 75. It is a useful accessory for time exposures.





It's easy to take interesting pictures like these



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in this large album size with your Argoflex 75.



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Guarantee

Your Argoflex 75 camera was thoroughly inspected and tested before it was shipped from our factory, and when purchased from an *Authorized Argus Dealer,* it is fully guaranteed for one year from the date of purchase against defects in workmanship or material.

If this camera develops defects in material or workmanship during this period, it will be repaired or replaced (our option) without charge.

This guarantee is void in the event the camera has been damaged through accident, misuse, mishandling or for reasons beyond our control.

IMPORTANT

Authorized Argus Dealers sell new Argus equipment at full list price; used or rebuilt equipment sold at less than list price is not guaranteed by the factory.

Argus, Inc., Ann Arbor, Michigan

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