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argus

Guarantee

Your Argus 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 90 days 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 Cameras, Inc., Ann Arbor, Michigan

Part No. 75292   Printed in U. S. A.   125M-6-51

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argus

75

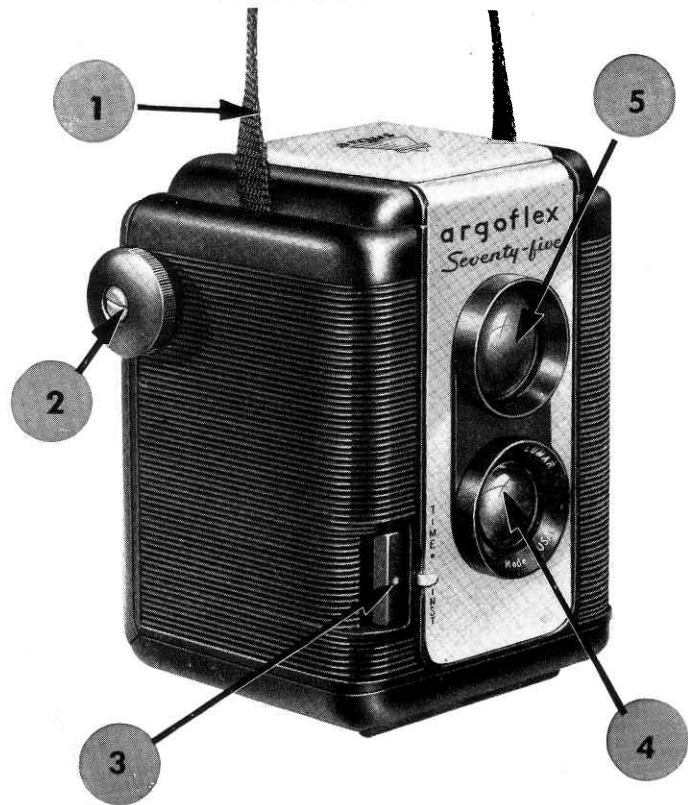# INSTRUCTIONS FOR USE

Argus Cameras, Incorporated
Ann Arbor, Michigan

argus

Argus 75 uses 620 roll film for 12 pictures
2¼ x 2¼ (shown below in exact size) which
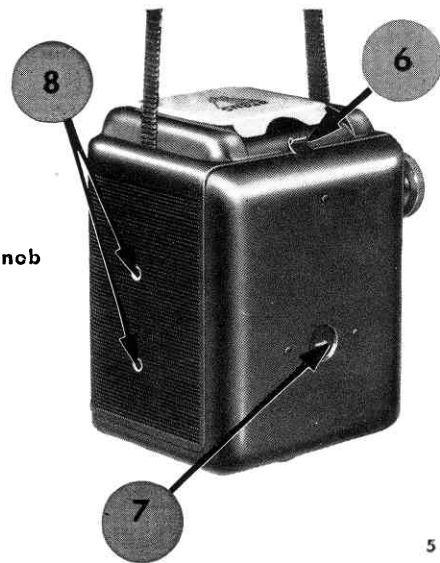may be enlarged (see facing page) if desired.

argus 75

Argus 75 is a modified twin-lens type camera with a large brilliant viewing screen. Like other Argus 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 Argus 75.

To obtain the utmost from your Argus 75, read this instruction book carefully so you will thoroughly under stand its operation.
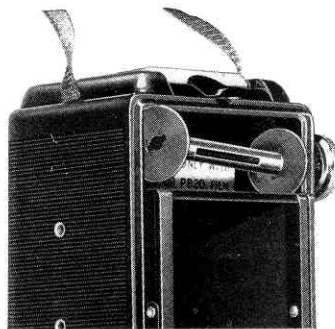
1 Neck Strap
2 Film Winding Knob
3 Shutter Release
4 Taking Lens
5 Viewing Lens
6 Locking Catch
7 Film Window
8 Flash Contacts

4

5

2

LOADING

Use Only Size 620 Film—Black & White or Kodacolor

In selecting a film for your Argus 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.

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.
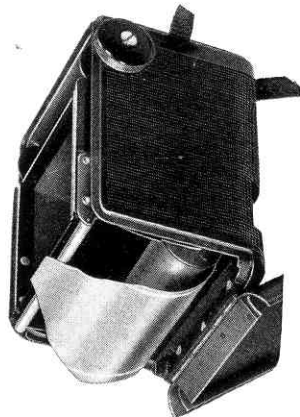

1

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.
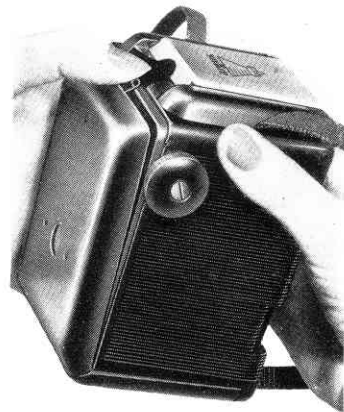
3

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

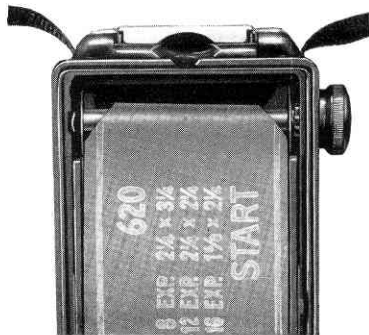Pull off about 6 inches of paper leader for threading.

6

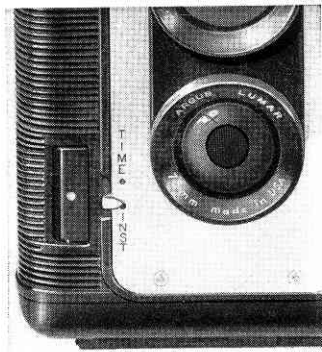Close camera back, making sure it is securely closed and locked.

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.

620

8 EXP 2¼ x 3¼
12 EXP 2¼ x 2¼
16 EXP 1⅝ x 2¼

START

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 Argus 75 permits adjustment of the shutter for "TIME" or "IN-STANTANEOUS" 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. When set on TIME, pressure on the shutter release opens the shutter, releasing pressure closes it.

DOUBLE EXPOSURE PREVENTION

An unusual feature of Argus 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 Argus 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 valuable feature will eliminate one of the most common amateur mistakes.

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.

WINDING FILM

After each picture is taken, wind until the next figure appears in the center of the red window. After all 12 pictures 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

FILTERS

Argus 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, a portrait attachment, available from your camera dealer, must be used. The Argus 75 lens mount accommodates an attachment or adapter ring size 28.5 mm. Most portrait lenses will permit picture-taking at approximately 28″ to 38″. Copy lenses, usually marked 2 diopter or 3 diopter, permit picture-taking at approximately 15″ to 18″ or 11″ to 13″.

Further information and prices of these accessories may be obtained from your Argus dealer.
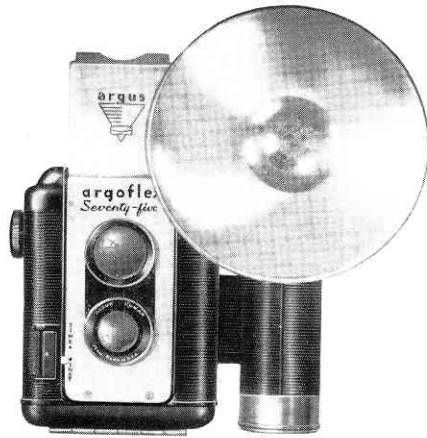

Taken at 7½ feet,
no portrait lens

Taken at 18 inches, using
Portrait 2D lens

Argus 75 may be used with filters to improve the rendering of clouds in pictures, or for obtaining unusual effects. As with portrait and copy attachments, the proper size mount is 28.5 mm. The information below will aid in the selection of the proper filter for the desired effect.

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

Yellow and green filters yield a natural effect; red filters produce dramatic effects with dark skies and help to reduce haze. Filters used with color films are described in literature furnished with each roll of film.

TAKING FLASH PICTURES

WITH YOUR ARGUS 75

Argus 75 may be used to take pictures with flash bulbs without special adjustment. Synchronization is built-in and the only extra equipment 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.
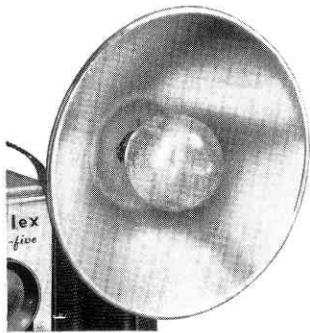
To use the Flash Unit, first unscrew the lower end cap and install two standard flash light batteries. (The correct batteries are the size of a quarter.) Be sure the batteries are fresh. Weak batteries may flash the bulb, but the flash may not synchronize with the opening of shutter.
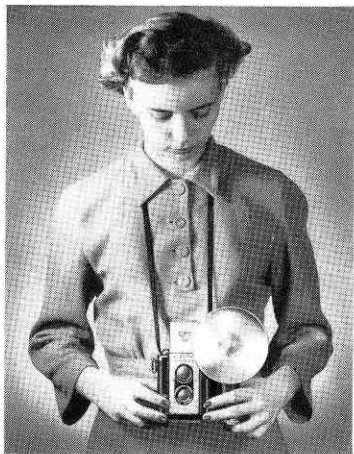
To attach Flash Unit to the camera, insert flash contact pins into the holes on the side of the camera. The camera is automatically synchronized. Caution: do not have a flash bulb in Flash Unit when attaching.

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.
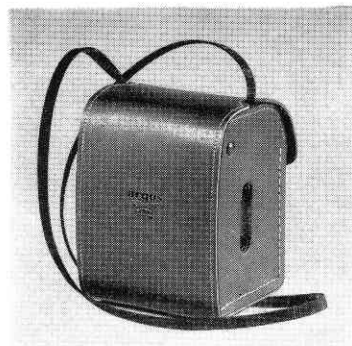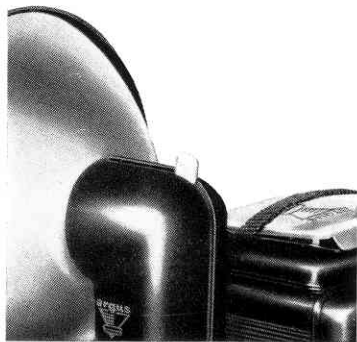
ARGUS 75 FLASH TABLES

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.
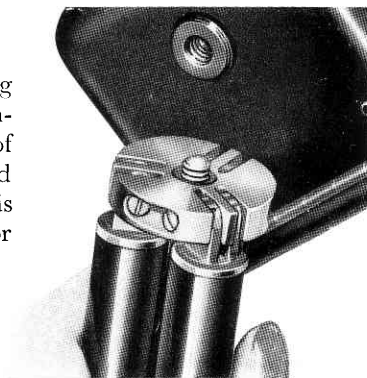
18

19

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.

To protect Argus 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.

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.

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

It's easy to take interesting pictures like these

in this large album size with your Argus 75.