

YOUR
Ansco

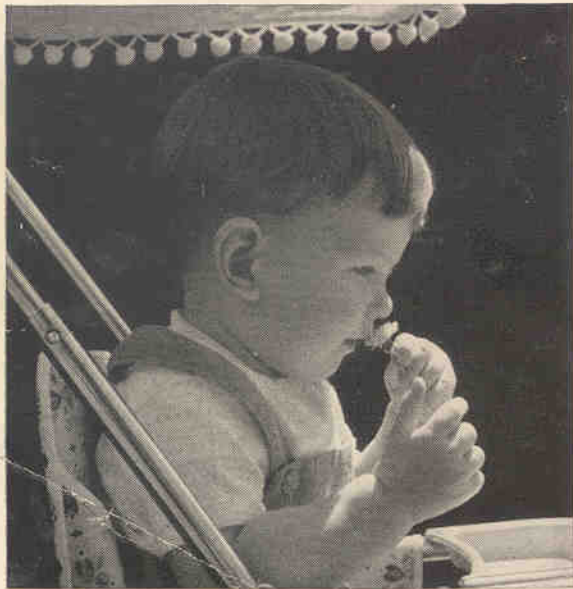
LANCER

CAMERA

ANSCOCHROME



ANSCOCHROME

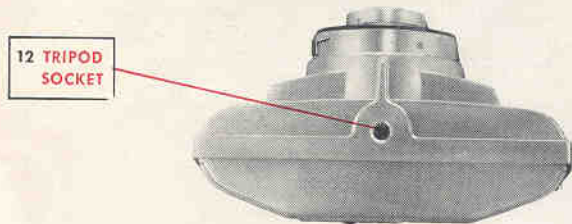
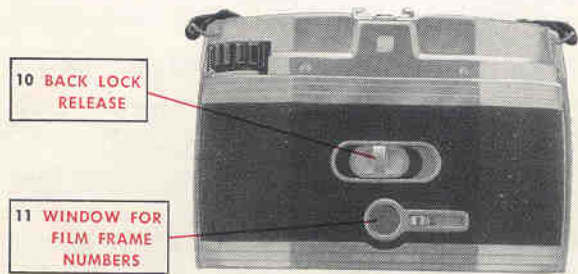


YOUR ANSCO LANCER CAMERA

Your new Ansco Lancer is a versatile, easy-to-use camera. It is lightweight, sturdy and compact. It takes 12 pictures on either black-and-white or color film. Your photofinisher can make jumbo prints (the size of this booklet) from the negatives and you get 2x2 color slides, as shown on cover, for projection or hand-viewing.

It has two shutter speeds — $1/50$ and $1/100$ — marked "Hazy" and "Bright" for easy correlation with the two diaphragm openings; two diaphragm openings (for black-and-white or color film) and adjustable zone focusing. It is flash synchronized at $1/50$ th of a second. With this diaphragm-shutter speed arrangement, this camera has an actual 3-stop exposure range, giving it much more capability than box-type cameras with no exposure range or at most, a one-stop range.

Before taking your first pictures, read this instruction book carefully. Familiarize yourself with all of the working parts of the camera so you can operate it easily.



CHOOSE ONE OF ANSCO'S FINE FILMS

*For black-and-white
pictures...use*

ALL-WEATHER PAN

It will give you crisp, sparkling prints. It is panchromatic (fully light-sensitive) so it gives more pleasing pictures of people and places — in sunshine, shade or with flash.



*For color slides
...use*

ANSCOCHROME Daylight Type Film

You will be thrilled with the brilliant, true-to-life colors. Black-and-white snapshots are fun, but color slides are truly exciting.



LOAD THE CAMERA IN THE SHADE

OPEN THE BACK

The camera back is held in position by a sliding lock. (#10, page 3). Move the sliding lock to the right and the back can be easily lifted off.

5



PUT FILM IN THE CAMERA

The empty film spool (the take-up spool) should be in the left chamber — beneath the winding knob. To position this spool, fit the end of the spool into the winding key; press down the other end of the spool until it is held in position by the spring. Turn the winding knob to the left until the long slot in the film spool is uppermost.



Place a roll of fresh Ansco film into the righthand chamber by pressing it against the spring and sliding it into the curved spool holders. Be sure the printed side of the film's backing paper faces you when the film is unrolled.



Break and remove the seal on the film and draw the paper across the opening. Insert the tongue of the paper into the longer slot in the take-up spool. Guiding the paper with the thumb of the left hand, turn the winding knob a few turns so the paper is held firmly in place and to make sure the film will wind straight on the take-up spool.

Replace the back and move the sliding lock to the left so that the back is locked into position.

Move the slide covering the window (#11, page 3) just below the sliding lock so that it is open and the paper backing can be seen while winding the film into position for the first picture. Turn the winding knob until the numeral 1 appears in the window and return the covering slide to position.

Note: Keep the slide closed over the window except when winding the film.

DETERMINE THE EXPOSURE

The lens and shutter settings in the Lancer are correlated so that you can dial your exposure by setting the two indicators for the proper film (#6, page 2) and weather (#8, page 2). The small diaphragm (f/16) is to be used with black-and-white film and the large diaphragm (f/8) with color film. In bright light, the 100th second shutter speed is used, while the adequate 1/50th second is reserved for dimmer light and flash pictures.

The following table will help you determine the correct exposure.

LIGHT CONDITION	ALL-WEATHER PAN	ANSCOCHROME Daylight Type
Bright sun	1/50 at "B&W" (Ev14)	1/100 at "Color"
Hazy sun	1/100 at "Color" (Ev13)	1/50 at "Color"
Bright overcast	1/50 at "Color" (Ev12)	—

When you are taking color pictures in bright sunlight at the beach, or when photographing brilliant snow scenes where there is an intense reflection of light, set the indicator at "B&W" for Anscochrome. When the sky is overcast or stormy, set the lever at "Color" with All-Weather Pan film. Never set the indicator between these positions or your pictures will be spoiled.

ZONE FOCUSING

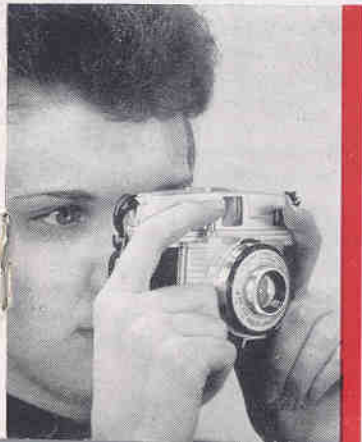
The focusing of the camera has been simplified. The distances have been broken down into these zones — Portrait, for close-up pictures 3 to 5 feet from the subject; Group, for pictures 6 to 10 feet from the subject; and Scenic, for pictures from 15 feet to infinity. Estimate carefully the distance from camera to subject and set the red dot on the lens mount (#5, page 2) opposite the desired zone on the scale (#7, page 2).

COMPOSE YOUR PICTURE

Holding the camera to your eye, compose your picture through the viewfinder (#2). Make your pictures interesting — make them tell a story. Don't hesitate to take pictures close to the subject, thereby avoiding small images and wasted foregrounds. When taking pictures of a person or a group of people, try to keep the picture informal — avoid the stilted, posed type of picture. Keep the backgrounds pleasing.

When taking scenic views try to frame your picture with something in the foreground — an overhanging branch of a tree or an archway. It will give depth to your pictures. Also, try to include human interest in the picture.

One of the best rules of lighting for the average picture is to locate your subject so the light is coming over your shoulder. This will give a good front lighting for even distribution of light. However, with a little practice, interesting and pleasing pictures can be taken which are back-lighted or side-lighted.



MAKE THE EXPOSURE

With the diaphragm opening set, the shutter speed set and the camera focused, the picture can be taken. Be sure to hold the camera level and steady. If you move the camera, blurred pictures will result. Holding the camera to the eye as shown in the illustration on page 11, press ALL THE WAY down on the shutter release button with a firm, but easy pressure. It is important to press the shutter release *all the way down* since a partial depression on the release button could activate the double exposure prevention device and cause you to lose an exposure on your film. You will have to turn the winding knob each time you press the shutter release in order to disengage the double-exposure prevention mechanism.

After each picture is made, the film must be wound to the next frame. Uncover the window on the back of the camera and wind the film until the next number appears in the window. Cover the window each time you finish winding the film. This camera has a double-exposure prevention device which will not allow another picture to be taken until

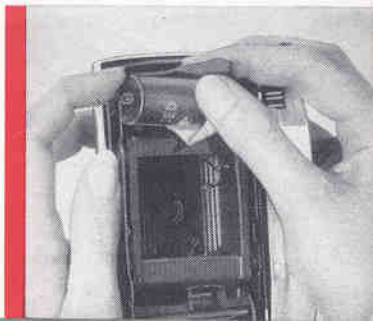
the film has been wound to the next number. If the shutter release cannot be pressed, it means that the film should be wound.

UNLOAD THE CAMERA IN THE SHADE

After the last (12th) exposure has been made, wind the film until the backing paper completely disappears from view in the window on the back of the camera.

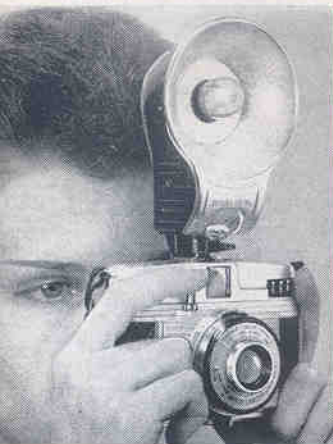
Then move the sliding lock to the right and lift off the camera back.

Press back the retaining spring; this will release the spool from the winding key so it can be easily removed. Seal the gummed band around the film.



At this time, remove the empty spool and put it in the take-up chamber so your camera will be ready for the next roll of film.

TAKING FLASH PICTURES



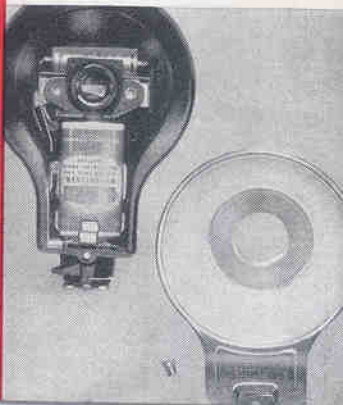
Taking flash pictures is just as easy as taking regular snapshots — and it's lots of fun. You can take pictures at parties, picnics, indoors on special occasions.

The Anscoflash Type VIa has a BC (battery capacitor) circuit, taking a $22\frac{1}{2}$ volt battery and M2 and M25 flashlamps.

PREPARE THE FLASH UNIT

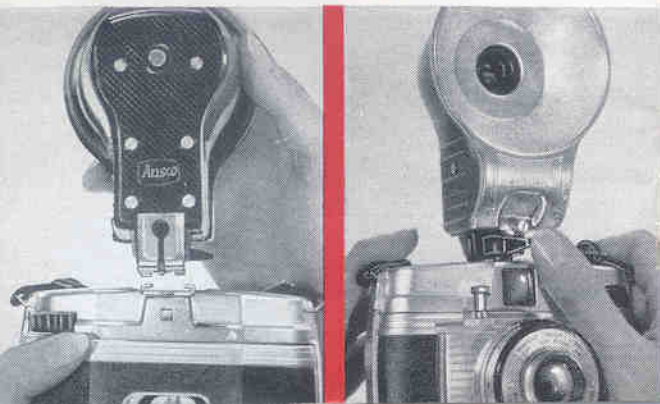
Remove the screw at the base of the reflector and the reflector lifts off the battery case. Insert a $22\frac{1}{2}$ volt battery with the + pole toward the base of the unit (as shown by the arrow embossed in the case).

Replace the reflector and tighten the screw to hold it in place.



ATTACH TO CAMERA

Turn the black lever on the bottom of the unit to the "O" (open) position and slide the pronged end *all the way* into the accessory clip (#3, page 2) on the top of the camera. With the unit in place, turn the black lever toward the "C" (closed) position. This will hold the unit firmly in place.



INSERT THE LAMP

With a firm hold on the camera and flash unit, push a flash-lamp into the socket in the center of the reflector. Be sure the lamp is firmly in place. *Note:* Never insert a flashlamp before attaching the unit to the camera.

FLASH EXPOSURES

Set the shutter speed indicator on 1/50th second. The camera is synchronized at this speed *only*. The following exposure table gives camera-to-subject distances for popular small base lamps.

17

Film	Setting	Lamp-to-Subject Distance in Feet			
		M2	M25	M2B	M25B
All-Weather Pan	B&W	4-12	5-15	—	—
	Color	8-21	10-28	—	—
Anscochrome Daylight	B&W	—	—	3-5	3-6
	Color	—	—	5-8	6-11

EJECT THE LAMP

When the exposure has been made, press the red button on the back of the unit and the flash-lamp will drop out. This makes it unnecessary to touch the hot lamp.

REMOVE THE FLASH UNIT

Move the black lever at the base of the unit to the "O" position. The unit can then be slipped out of the clip.

When the unit is not being used over long periods, remove the battery from the case to prevent corrosion.



CAMERA CARE

Be sure to keep the camera lens clean and free from dust. Wipe it occasionally with a clean, soft lintless cloth. Make it a habit to blow out the inside of the camera each time you load it. Do not allow it to lie in the sun for extended periods of time.

Do not keep it in the glove compartment or rear window deck of your car. Prolonged exposure to heat speeds the deterioration of film in your camera.

HINTS FOR BETTER PICTURES

LOAD and unload camera in subdued light

HOLD the camera level and steady

KEEP your fingers from in front of the lens

DON'T let the sun strike the lens

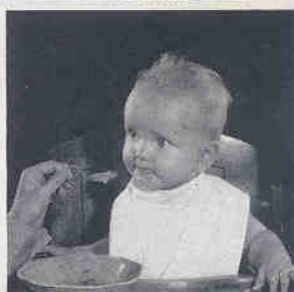
KEEP backgrounds simple

PRESS the shutter release button gently — don't jerk the camera

WIND film immediately after each exposure

ASK for Ansco film — All-Weather Pan and Anscochrome Daylight Type — size 127

If you would like more complete information about picture taking, get a copy of "**How to Take Better Pictures in Black-and-White**", or "**How to Make Better Color Pictures**", both Ansco booklets available at your photographic dealer.



Guarantee

AnSCO cameras are manufactured from the finest quality materials by highly skilled craftsmen. All cameras are guaranteed for a period of 12 months from date of purchase against defects due to workmanship or materials used in manufacture, and will be repaired or at our option replaced when returned postpaid by owner or dealer to AnSCO or authorized AnSCO repair agency.

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