

how to use your

AnSCO

MEMAR

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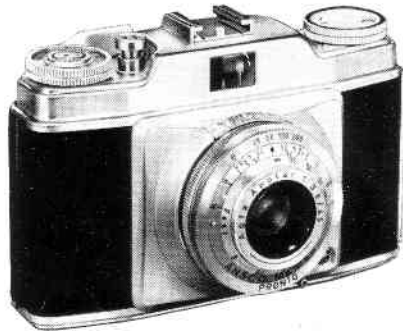
Your Memar takes standard 35mm double frame pictures in black and white (shown below) and color. The black and white pictures may be enlarged to give prints of album size or larger for your enjoyment.



your ansco MEMAR

You will find that the Memar Camera is easy to use, compact to carry and produces superior pictures. This 35mm camera is equipped with an Agfa* Apotar f/3.5 coated lens in a Pronto shutter. It is synchronized for flash and with its automatic winding device, self-timer and optical viewfinder, it is a versatile camera for pictures anywhere, anytime.

The Memar is easy to operate, but before using it, read the following directions carefully, trying all the working parts as you read. When you have become thoroughly familiar with its opera-

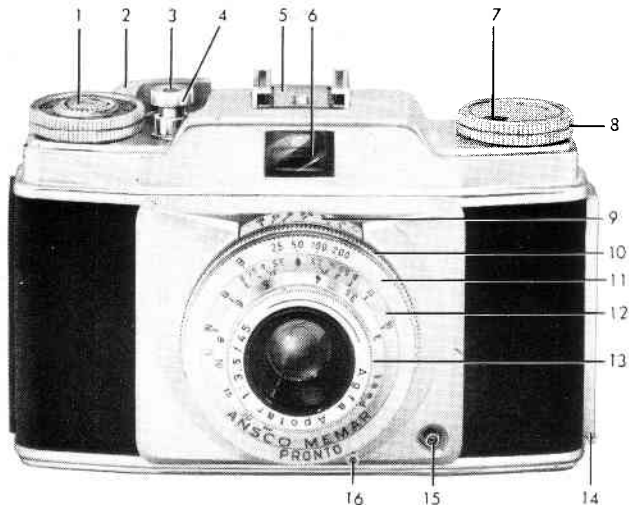


tion, load the camera with one of Ansco's fine 35mm films (see page 11) and enjoy taking pictures with this superior camera.

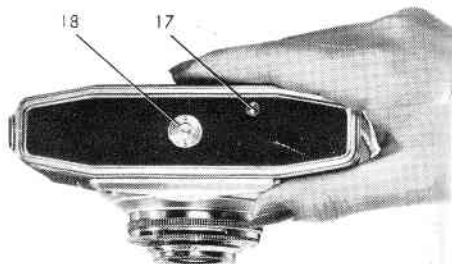
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camera parts



1. Exposure Counter
2. Automatic Winding Device
3. Cable Release Socket
4. Shutter Release Button
5. Accessory Clip
6. Viewfinder
7. Film Type Indicator
8. Film Rewind Knob
9. Diaphragm Aperture Scale
10. Diaphragm Setting Ring
11. Shutter Speed Setting Ring
12. Depth of Field Scale
13. Distance Setting Ring
14. Locking Slide
15. Flash Connector
16. Self-Timing Lever
17. Rewind Release Button
18. Tripod Socket



the viewfinder

The Memar camera is equipped with an optical-type viewfinder. Holding the camera to the eye, you will see the area which will appear in the picture. When focusing on objects closer than 7 feet, sight slightly above the subject to compensate for the difference in view between the lens and the viewfinder. For correction when taking vertical pictures, turn the camera slightly in the direction of the viewfinder.



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focusing

The focusing ring is the foremost element of the lens mount and is identified by the figures 3 through ∞ (infinity). When the distance from camera to subject has been determined, turn the focusing ring until that distance figure is opposite the diamond-shaped index mark on the stationary lens mount. Estimate distances as accurately as possible so your pictures will be sharp and clear. When taking pictures from 3 to 10 feet from the subject, it is very important that the distance be estimated accurately (or better yet, measure the exact distance) because of the limited depth of field. For distant views, set the camera at infinity (∞).



zone focusing

To use the Memar as a fixed focus camera, set the focusing ring at either 10 or 30 feet (the numbers in red). Then set the diaphragm ring at the red dot on the diaphragm aperture (f stop) scale and the shutter at 1/50th of a second. With the camera focused at 10 feet, everything from 7 to 15 feet will be in focus; at 30 feet, everything from 15 feet to infinity will be in focus.

Sharpest pictures of any specific subject will result, of course, if the lens is focused at the exact camera-to-subject distance.

the diaphragm

The diaphragm, or lens opening as it is often called, governs the amount of

light which passes through the lens while the shutter is open. The diaphragm opening is set by turning the wide diaphragm ring which has an index mark on top. Turn this ring so the index mark coincides exactly with the line opposite the f number on the diaphragm aperture scale. As it moves from the lower number (f/3.5) to the higher (f/16), the size of the opening decreases and the diaphragm is said to be "stopped down". Remember, the lower the number, the larger the aperture and the greater the amount of light admitted.

To observe the action of the diaphragm, set the shutter at B, open the back of the camera and press and hold down the shutter release button. Looking into the back of the camera toward light, revolve the diaphragm ring back and forth. Notice how the size of the opening varies.

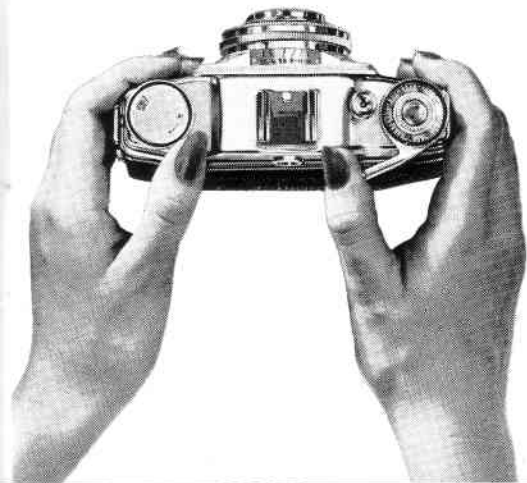
the shutter

The shutter of a camera determines the length of the exposure. The Pronto shutter on the Memar has mechanically regulated speeds of 1/25th to 1/200th of a second, plus B (for time exposures). It is also synchronized for flash (see page 17). The shutter speed is set by turning the thin milled ring so that the desired speed is opposite the diamond-shaped index mark on the stationary lens mount.

The shutter is released (the exposure made) by pressing down on the shutter release button. Be sure to hold the camera level and steady and press the release button with a firm, slow pressure.

automatic winding device

After each exposure, grip the straight edge of the winding lever with the right thumb (shown in picture at right) and pull it to the right as far as it will go. Be sure it goes the full distance or the shutter will not be ready for the next exposure. This action winds the film, cocks the shutter and counts the exposures, so after each winding, the camera is ready for the next exposure. This automatic winding feature prevents double exposures since the shutter release button will remain locked until the film is wound.



time exposures

For exposures of longer than 1/25th second, it will be necessary to take a time exposure. Turn the thin milled ring until the B is opposite the index mark. When ready to take the picture, press the shutter release button and hold down for the length of the exposure required. The shutter will remain open as long as the shutter release button is depressed. Be sure the camera is mounted on a tripod or other firm, level support for all time exposures.

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self - timer

The Memar has a self-timing mechanism which allows about a nine second delay in exposure to permit the photographer time to get in the picture. With the diaphragm opening and shutter speed set, move the lever at the bottom of the lens mount to the left as far as it will go. Release the shutter in the usual manner and after about a nine second delay, the picture will be taken. The self-timer will not work on "B," since time exposures are not mechanically pre-determined.

depth of field

Depth of field is that distance between the nearest and farthest points of sharp focus. With the diaphragm set at $f/3.5$, and the distance setting at 6 feet, every-

DEPTH OF FIELD TABLE — ANSCO MEMAR

This table has been accurately calculated to help you determine the depth of field quickly and easily.

Distance in Feet
∞
30
15
10
8
6
5
4
$3\frac{1}{2}$
3

thing from 5' 4" to 7' will be in acceptably sharp focus. However, with the diaphragm closed down to f/16, everything from 3' 8" to 15' 8" will be in focus

at the same distance setting. Therefore, it should be remembered that if existing light permits, the diaphragm should be closed down for sharper pictures.

f/3.5	f/4	f/5.6	f/8	f/11	f/16
44'-∞	38'-∞	27'-∞	19'3"-∞	13'10"-∞	9'7"-∞
17'9"-95'	15'10"-140'	15'2"-∞	11'6"-∞	9'4"-∞	7'2"-∞
11'2"-23'	10'9"-25'	9'8"-34'	8'4"-69'	7'-∞	5'10"-∞
8'2"-13'	8'-13'7"	7'4"-15'9"	6'8"-21'	5'10"-37'	4'11"-∞
6'9"-9'11"	6'8"-10'2"	6'2"-11'4"	5'10"-13'6"	5'1"-18'9"	4'4"-45'
5'4"-7'	5'2"-7'2"	4'11"-7'8"	4'7"-8'8"	4'3"-10'6"	3'8"-15'8"
4'6"-5'8"	4'5"-5'10"	4'3"-6'2"	4'-6'9"	3'8"-7'9"	3'3"-10'5"
3'8"-4'5"	3'7"-4'5"	3'6"-4'9"	3'4"-5'	3'2"-5'10"	2'10"-6'9"
3'3"-3'10"	3'3"-3'10"	3'2"-4'	3'4'3"	2'8"-4'8"	2'7"-5'5"
2'10"-3'2"	2'10"-3'2"	2'9"-3'4"	2'7"-3'6"	2'6"-3'10"	2'3"-4'3"

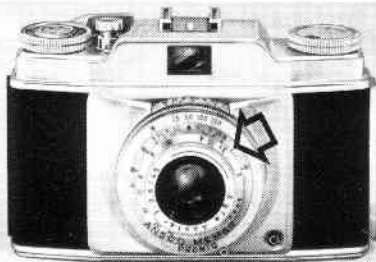
depth of field scale

A depth-of-field scale is conveniently located on the stationary lens mount at the front of the camera. On each side of the center index mark are identical markings which indicate the various diaphragm settings from $f/3.5$ through $f/16$.

With the camera set at any particular distance, the depth of field for any specific diaphragm opening can readily be determined. The depth of field is that distance between the two lines repre-

senting the diaphragm setting being used. You will see that with the camera set at 8 feet, at $f/16$ the depth of field extends from 4' 4" to 45 feet. At $f/3.5$, everything from 6' 9" to 9' 11" will be in focus.

If the indicated depth of field is insufficient to cover the proposed subject, close down the diaphragm, but don't forget to compensate for this smaller opening by increasing the exposure time.





there is an Ansco film for every picture

SUPREME — A fast panchromatic fine-grain film ideal for indoor or outdoor photography. It comes in 20 and 36-exposure standard daylight loading magazines and in bulk lengths.

ULTRA-SPEED PAN — Ansco's highest speed 35 mm panchromatic film for high quality pictures under adverse light conditions or when fast shutter speeds are important. Also excellent for use under normal light conditions. Available in standard 20 and 36-exposure magazines and in bulk loads.

ANSKO COLOR FILM — Available in both Daylight and Tungsten Types, it will give you natural color transparencies for projection or for Ansco Color Printon enlargements. It is sold in 20-exposure magazines and in bulk lengths.

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film type indicator

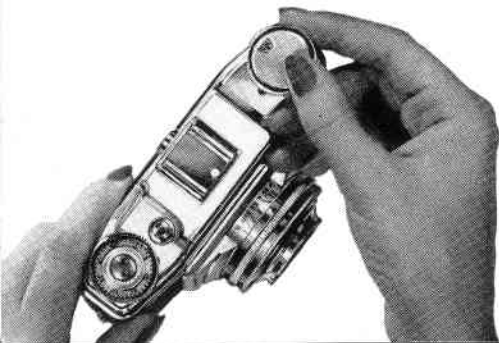
A film type indicator is incorporated in the top of the rewind knob. The indicator is set as a reminder of the kind of film in the camera. For example, the ASA exposure index for Ansco Ultra-Speed Pan film is 100 — set the indicator at 100/ASA. If Ansco Color Film Daylight Type is used, set at COL/D; or for

Tungsten Type, COL/T. Set the indicator when loading the camera. With the rewind knob pulled all the way out, press the index finger of your left hand against the serrated edge under the knob. With your right hand, turn the top of the knob so the proper setting shows in the opening.

loading the camera

To open the camera, pull down on the latch at the bottom of the left side of the camera and swing out the hinged back.

Turn the winding spool until the slot is on top. **Do not attempt to remove this spool from camera.**



Set the counter disc at A by pressing in the center and turning counterclockwise.

Pull out the rewind knob (marked R on top) and insert the film magazine with the emulsion side (light side) of the film toward the lens. Set the film type indicator as described on page 12.

Push in the rewind knob and holding down the film magazine with your left hand, pull out a short length of film. Insert the end of the film into the slot of

the winding spool, engaging the tooth of the slot in the second full perforation of the small tongue. Turn the winding spool with your thumb until about $\frac{3}{4}$ inch of the full width of the film is visible. Close the back of the camera firmly.

Press the shutter release button and wind the film; repeat until three "exposures" have been made and the film counter is on 1. The film is now in position and the first picture can be made.



outdoor exposures

Exposures outdoors vary according to the existing light and the type of film being used. With the excellent coated lens of the Memar and the versatility of Ansco's Supreme and Ultra-Speed Pan films for black-and-white photography,

pictures can be taken almost anytime, anywhere.

The following table will serve as a guide for determining the correct exposures:

EXPOSURE TABLE (for Supreme Film)

Lighting Conditions	f/16	f/11	f/8	f/5.6	f/4.	f/3.5
Bright Sun	1/50	1/100	1/200	—	—	—
Hazy Sun	1/25	1/50	1/100	1/200	—	—
Bright Overcast	—	1/25	1/50	1/100	1/200	—
Dull Overcast	—	—	1/25	1/50	1/100	1/200

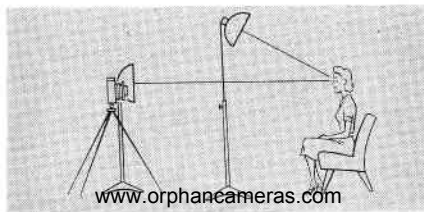
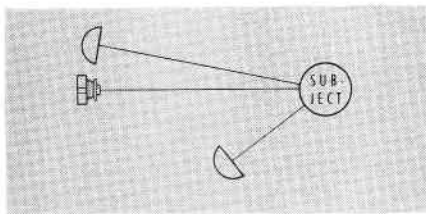
For Ultra-Speed Pan, use next smaller lens opening (higher number)

indoor exposures

The illumination for pictures indoors should be from either floodlamps or flashlamps. Floodlamp illumination is a convenient, economical source of light for indoor pictures. A good basic setup calls for two number 2 photoflood lamps in good quality reflectors (or two Reflector Flood #2 lamps), placed as shown in the accompanying diagrams. The main light source should be directed down-

ward at a 45° angle, and the fill-in light should be placed close to the camera.

The following table was computed from these lighting diagrams and will serve as a basic guide to help you determine the correct exposure. The table is based on average subjects against light colored walls or surroundings. Darker colors require an increase of one or two stops.



FLOODLAMP EXPOSURE TABLE (for Supreme Film)

Main Light	3'	5'	6'	10'
Fill-in Light	5'	7'	9'	14'
f/11	1/25	—	—	—
f/8	1/50	1/25	—	—
f/5.6	1/100	1/50	1/25	—
f/4.	1/200	1/100	1/50	1/25
f/3.5	—	1/200	1/100	1/50

For Ultra-Speed Pan, use next smaller lens opening (higher number)

For exposures longer than 1/25th of a second, the camera must be mounted on a tripod, or other firm, level support. It is also recommended that a cable release

be used to minimize the chance of jarring the camera. The cable release screws into the top of the shutter release button.

flashlamp exposures

To get the full enjoyment from your camera, try making flash pictures. It is always fun to take pictures indoors — at parties, of the children at play, of special occasions.

The Memar has built-in flash synchronization. No other synchronizer is necessary. The Ansco Universal Flash Unit (JN206) is recommended for all-around ease of operation and compactness. Just fasten the camera to the bracket and plug the tip of the cord into the flash connector (No. 15, fig. 1). Do

not use force as rough treatment will damage the connector. The Ansco Flash Unit takes all bayonet type lamps — SM, SF, #5, 25 and PH8 and Bantam 8.

The following table is based on the use of the Ansco Flash Unit which has a satin finish reflector. For other type flash units, follow the manufacturer's recommendations. Please bear in mind that the unit must have a 3mm continental type connector to fit on the Memar camera.

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FLASH EXPOSURE TABLE

Lamp	Shutter Speed	Flash Guide Number	
		Supreme	Ultra-Speed Pan
SM, SF	B-1/100	63	90
	1/200	50	71
#5, 25	B-1/50	120	170
	1/100	93	130
	1/200	70	100
PH8, Bantam 8	B-1/50	80	110
	1/100	62	86
	1/200	46	64

using the guide numbers

To find the correct exposure, divide the guide number by the distance from the flashlamp to the subject; the resulting figure will represent the lens opening required. Example: The guide number for a PH8 or Bantam 8 lamp with Supreme film at 1/50th is 80. The subject is 10 feet away, therefore $80 \div 10 = 8$, use f/8.

color photography

Color photography is fun — color photography with your Memar is easy. The resulting transparencies can be viewed by projection or enlargements can be made on Ansco Color Printon. Just keep

in mind that your subject should be well lighted and heavy shadows should be avoided. The following tables are offered as a guide to help you determine the correct exposure.

DAYLIGHT EXPOSURE TABLE (Ansco Color Film Daylight Type)

Shutter Speed	Bright Sunlight Front Lighted	Bright Sunlight Side Lighted	Bright Sunlight Back Lighted	Bright Sunlight Soft Shadows	Bright Overcast No Shadows	Dull Overcast
1/25	Red Dot	f/8	Between f/5.6 & f/8	Between f/5.6 & f/8	f/4	f/3.5
1/50	Between f/5.6 & f/8	f/5.6	f/4.	f/4.	f/3.5	—
1/100	f/5.6	f/4.	f/3.5	f/3.5	—	—

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color photography indoors

FLOODLAMPS Color transparencies can be made by the illumination from two #2 photoflood lamps in good metal reflectors — or two Reflector Flood #2 lamps. Using the lighting diagram on page 15, exposures can be made at 1/25th second at f/3.5, or equivalent, with Ansco Color Tungsten Type Film.

FLASHLAMPS With the Ansco Flash Unit attached to your camera, you can lighten those deep shadows in outdoor pictures and take indoor snapshots. The guide numbers for popular flashlamps for use with Ansco Color Daylight and Tungsten Type films follow. See page 18 for use of guide numbers.

FLASHLAMP EXPOSURE TABLE WITH THE ANSCO UNIVERSAL FLASH UNIT

Daylight Type Film			Tungsten Type Film*		
Lamp	Shutter Speed	Guide No.	Lamp	Shutter Speed	Guide No.
5B, 25B	B-1/50	45	SM, SF	B-1/100	40
	1/100	35		1/200	32
	1/200	26	PH8, Bantam 8	B-1/50	50
				1/100	40
				1/200	29
			5, 25	B-1/50	75
				1/100	59
				1/200	44

* Use with a UV16 Filter

unloading the camera

When the final exposure has been made, the film must be rewound into the magazine before the camera is opened and the film removed. Do not advance the film beyond the last exposure since the film might become detached from the magazine and cannot be rewound.

To rewind the film, depress the small button on the bottom of the camera and

turn the rewind knob in the direction of the arrow. Continue turning until you feel a lessening of the tension, indicating the film has been released from the take-up spool.

Pull down on the locking lever and open the back of the camera. Pull up the rewind knob and the magazine can be removed easily from the camera.

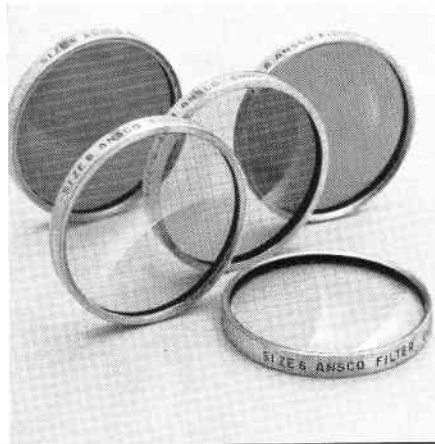
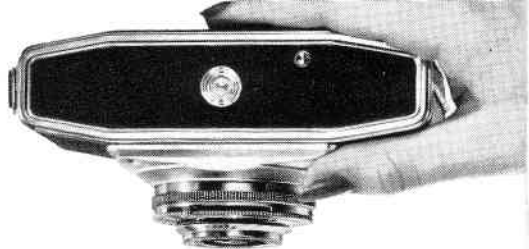


tripod socket

The tripod socket is located in the center of the bottom of the camera. It is used not only for attaching the camera to a tripod, but also for attaching the carrying case to the camera and the camera to the Ansco Flash Unit.

filters

AnSCO has available several types of high quality optical glass filters, mounted in spun aluminum, for color photography — the UV15, UV16 and UV17 Ultraviolet absorption filters and the #10 #11 Conversion. Ask your dealer for series 5 Ansco Filters.



memar carrying case

Protect your Memar camera from dirt, rain, dampness, by keeping it in an Ansco Memar Eveready Carrying Case — it is genuine top-grain cowhide. Since the lens and other front elements of the Memar have no self-protective covering, it is even more important to protect it from hard knocks.

The Memar case has a short carrying strap and an additional length can be added to make it a convenient shoulder carrying case.

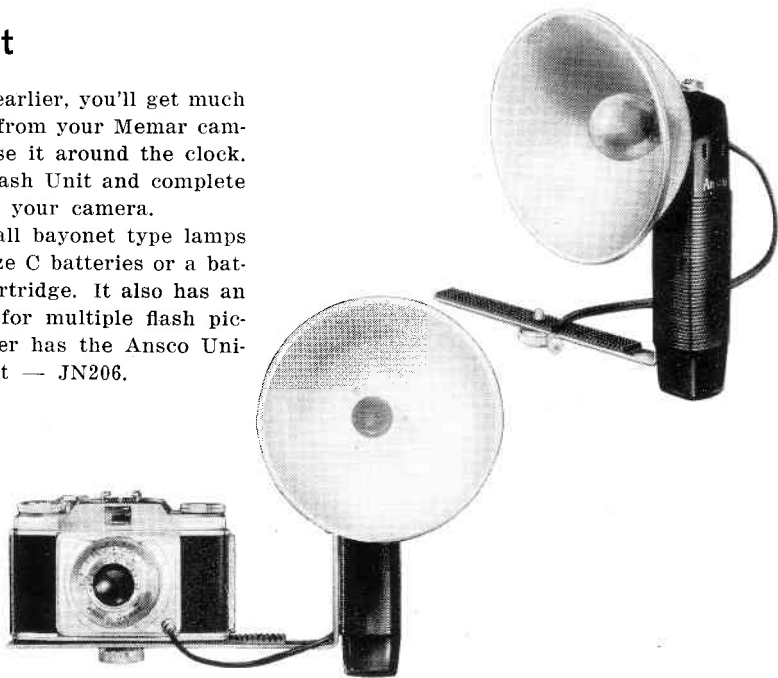
Your dealer will have this Memar Carrying Case — ask for the JN445.



flash unit

As mentioned earlier, you'll get much more enjoyment from your Memar camera if you can use it around the clock. Buy an Ansco Flash Unit and complete the versatility of your camera.

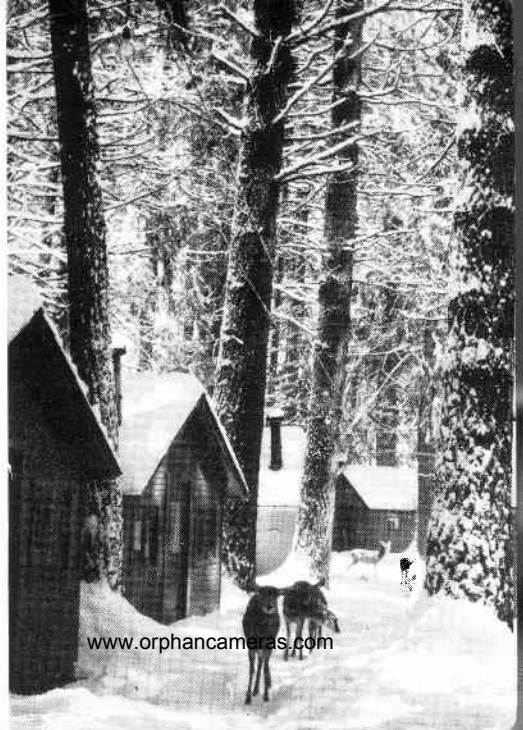
It will accept all bayonet type lamps and takes two size C batteries or a battery capacitor cartridge. It also has an extension outlet for multiple flash pictures. Your dealer has the Ansco Universal Flash Unit — JN206.



camera care

Your Memar is a fine precision instrument. Given proper care, it will give you years of service. Clean the front and rear elements of the lens often with a **clean**, soft lintless cloth. Blow out the back of the camera each time you load it to be sure there are no dust particles or lint.

It is recommended that you make a record of the serial number of your camera for your own protection. Fill in the Ansco Guarantee card and send in the registration. Ansco will send you a free roll of 35mm Ansco Color Film upon receipt of the card.



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