

## HELPFUL SUGGESTI

**Thirty-five millimeter** is something more than a film and camera size. It's a whole philosophy of picture taking based

on the proposition that you can turn a good little picture into a good big picture either by enlarging it in printing or by projecting it on a screen.

Miniature cameras using 35mm film have many attractions. They are small and light in weight, hence very convenient to carry in pocket or purse. They are available in a wide range of prices and with a wide choice of operating and convenience features.

In order to get a good big picture from a small camera everything has got to be right in the first place. A camera suffering from shoddy workmanship or cheap materials



## IONS ABOUT 35MM PHOTOGRAPHY

simply cannot give you the precision you must have to get the kind of pictures you have every right to expect.

First, and most important thing to look for in selecting your miniature camera is quality of construction. Don't take plastic if you can get metal. The whole success of miniature photography depends on a camera's many parts working together in perfect coordination. Obviously your camera must have the solidity and rigidity of carefully fashioned metal if it is to retain its delicate precision adjustments and give lifetime satisfaction.

When comparing miniature cameras at your dealer's, note that *every* Ansco 35mm camera is of full, sturdy all-metal construction. Note, too, that there is weight where weight is needed for strength and precision, yet there is none of the useless excess bulk that makes some cameras

cumbersome and hard to handle.

AnSCO cameras are made by some of the finest craftsmen in the world—at the famed Agfa camera works in the Western Zone of Germany. Every AnSCO camera carries the AnSCO name and guarantee—your assurance that if your camera ever needs repair or adjustment, the work will be done promptly and inexpensively at Binghamton—home of AnSCO, America's oldest photographic company.

Assuming good, honest, precision construction, the main differences between miniature cameras are in their lenses, shutters and method of focusing.

**LENSES:** A super fast highly corrected lens (like that on the AnSCO f2.8 Karomat) is harder to make and requires more material than an equally good f3.5 lens, like that used on the AnSCO Memar. That is one big reason for the difference in price. For the extra money you spend you get a lens which allows you to take pictures in light too dim for the slower lens.

It's nice to have a camera equipped with a superspeed lens, if you can afford it. However, top speed is not essential. The most important single characteristic of a lens is the ability to produce tack-sharp negatives and color transparencies. You can put your faith in AnSCO camera lenses because they're made right, properly fitted and thoroughly tested for quality.

**SHUTTERS:** All of the shutters on AnSCO miniature cameras are well-made precision mechanisms of watch-like accuracy. All offer a good choice of speeds in the normal snapshot range (1/25 to 1/200 second). The faster shutters like the Synchro-Compur used on the Karomat and Super Regent LVS cameras offer, among other advan-

tages, a wider choice of speeds. The extra-high speeds (1/250 and 1/500) second are invaluable when you want to make stop-action shots of subjects in motion. The extra-slow speeds (1/10, 1/5, 1/2 and one second) come in handy for portraiture, or when you are making table-top or still-life subjects at small lens openings.

All shutters on Ansco 35mm cameras are synchronized for flash. The budget-priced Memar is X-synchronized for the popular Class M and Class F flashlamps and electronic speedlights. Shutters on the other cameras will synchronize all flashlamps and electronic speedlights at all speeds.

**FOCUSING:** Obviously, your little picture must be sharp if you expect it to be clear and full of crisp detail when enlarged in a print or projected on a screen. This requires careful focusing. The Super Regent LVS, the Super Memar and the Karomat have built-in distance meters geared to the camera lens. You can tell instantly when the lens is correctly focused merely by observing the image in the rangefinder window.

Lens-coupled rangefinders are by no means essential. However, they are convenient and will add to the pleasure of your picture taking.

Ask your dealer to show you the full line of Ansco cameras described in detail in the following pages. Among them you'll find just the camera for your purposes at a price well within your budget. And remember that any Ansco camera you buy is a quality camera, regardless of the price you pay.

Oh, yes. One other important thing. Every Ansco camera shown in this booklet is guaranteed for one full year.

ANSCO 35MM



# KAROMAT *f*2.8



Retail price: Camera **\$112.50**

Case **12.50**

Anso Flash Unit **7.95**

**Here's a luxury 35mm camera** with every important precision feature. With it you'll experience the thrill of making the most beautiful color transparencies of your entire photographic career. You'll have the satisfaction of taking really crisp, really sharp pictures in black-and-white and color - - pictures that retain their diamond-bright definition even when enlarged to exhibition size.

When you own the Karomat, you'll enjoy every advanced feature that skilled camera engineers have been able to devise, including a rapid film transport which automatically resets the shutter. Just a quick finger movement and you're ready for the next picture. The unusually large and bright combination rangefinder-viewfinder is a pleasure to use. You'll just naturally make better pictures—and have more pleasure making more of them. See the Ansco Karomat at your dealer's today.

#### **FEATURES OF THE KAROMAT**

**LENS:** Four-element f2.8 Xenar anastigmat, hard-coated and fully corrected.

**SHUTTER:** Synchro-Compur, M-X synchronized for all flashlamps and strobe lights. Nine accurately timed speeds from 1 to 1/500 second, plus Bulb.

**RANGEFINDER:** Large, brilliant lens-coupled, split-image type for greatest accuracy.

**VIEWFINDER:** Eye-level optical type combined in single window with rangefinder.

Finger-trip rapid film transport, film counter and shutter-setting lever.

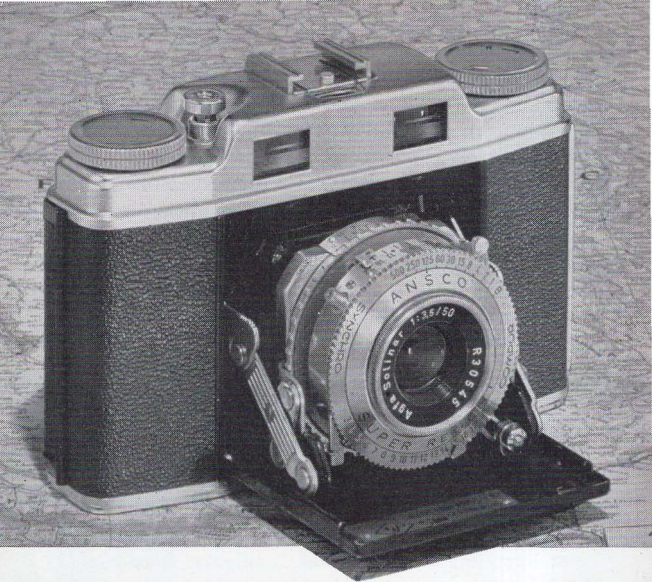
Double-exposure preventer.

Depth-of-field calculator coupled to focusing scale.

Film type reminder dial.

**FILM SIZE:** 35mm magazines.





**This new Anso miniature** is the first 35mm camera in America to have the exclusive new LVS shutter with interlocking diaphragm and speed settings. Changes in shutter speed are automatically compensated for by corresponding changes in the diaphragm opening. No other nationally known miniature camera selling for less than one hundred dollars offers you anywhere near as many quality features as you'll find in the Super Regent.

From its highly corrected f3.5 lens (ideal for bright color slides) to its precise high speed shutter (for stop-action shots) and its accurate coupled rangefinder (for needle-sharp focusing even in dim light) the Super Regent is an outstanding picture-taking instrument.

The Super Regent is sturdily fashioned of metal throughout. It has the weight and rigidity needed for stability, yet is light enough for easy handling. There is no reason why the Super Regent shouldn't last you a lifetime, delivering the finest pictures every day. Your dealer will be glad to demonstrate the Super Regent for you.



ANSCO 35MM

SUPER REGENT LVS

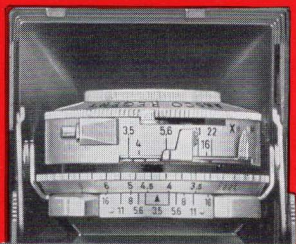
*f* 3.5

Retail prices:

Camera **\$89.50**

Case **9.75**

AnSCO Flash Unit **7.95**



### FEATURES OF THE SUPER REGENT LVS

**LENS:** Hard-coated, color corrected f3.5 Agfa Solinar anastigmat. All four elements of this lens focus as a unit, assuring sharpest pictures at all subject distances.

**SHUTTER:** Synchro-Compur LVS, with ten speeds from one to 1/500 second plus Bulb. M-X synchronized for all flashlamps and electronic flash tubes at all shutter speeds. Interlocking shutter speeds and lens openings assure correct exposure at all speeds within the range of the lens.

**RANGEFINDER:** Bright superimposed coincidence distance meter is combined in a single window with the viewfinder.

Double exposure preventer.

Film type reminder dial.

Depth-of-field scale coupled to distance settings.

Automatic film transport and exposure counter.

Hinged back opens full length of camera for easier film loading.

Built-in accessory clip.

**FILM SIZE:** Standard 35mm magazines.

ANSCO 35MM

# SUPER MEMAR

*f*3.5

**Here is the newest addition** to the full line of quality AnSCO miniature cameras.

You will like this camera for many reasons: for the way it's made (precision in every detail, perfect balance and convenience in use) for its appearance (modern and rich, to bespeak your judgment and good taste) for the results it gives (beautifully rich, tack-sharp color transparencies that hold their crispness and definition when projected to full screen size). Ask your dealer to show you



the Ansco Super Memar. Discover for yourself why this may well be the perfect camera for you.

### FEATURES OF THE SUPER MEMAR

LENS: Hard-coated, corrected f3.5 Agfa Apotar.

SHUTTER: Prontor SVS, fully M-X-V synchronized. Built-in self-timer. Speeds from 1 to 1/300 second.

RANGEFINDER: Superimposed bright field coupled coincidence type. Fast and accurate in use.

Double exposure preventer.

Thumb lever rapid film transport.

Click stop diaphragm.

Coupled depth-of-field scale.

Film type reminder dial.

Automatic film metering.

Accessory clip.

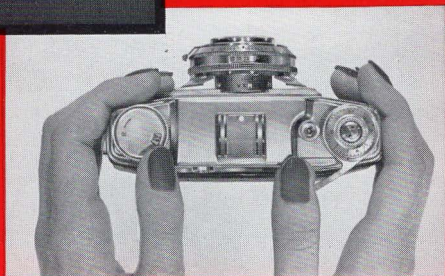


Retail prices:

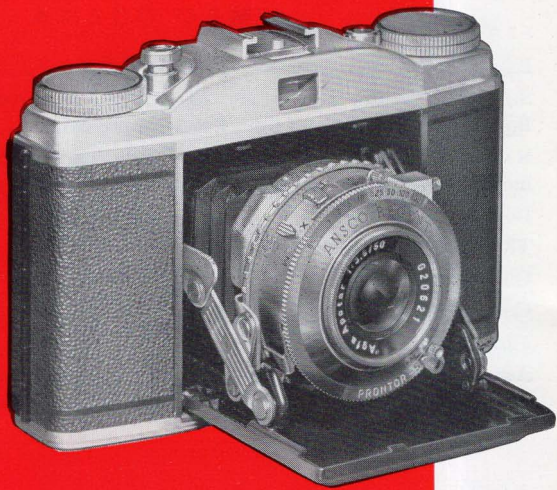
Camera **\$69.50**

Case **6.95**

Flash Unit **7.95**



ANSCO 35MM REGENT *f*3.5



ANSCO 35MM MEMAR *f*3.5



**The Ansco Regent** is a kind of younger brother to the Super Regent described on pages 8 and 9. In the Regent you'll find all the quality traits and operating essentials you'll need for top-notch pictures whether you work in black-and-white or in color.

You save money when you buy the Regent, mainly because it does not have the coupled rangefinder. The only other noticeable differences are in the lens—a fast, highly-corrected f3.5 Agfa Apotar anastigmat—and the shutter.

The Regent is one of our most popular miniature cameras. Try it at your dealer's. You'll like it.

Retail prices: Camera **\$54.50**

Case **6.95**

Ansco Flash Unit **7.95**

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**The Ansco Memar** is an attractive bargain to everyone looking for a good 35mm camera with all important basic features at a true budget price. It is so easy and convenient to use that you'll master it in less than an hour. Thanks to the Memar's extra sharp f3.5 Apotar lens and precise Pronto flash shutter, you'll quickly be making superior color and black-and-white shots, almost as a matter of course.

Among the extra-value features you'll enjoy are film type reminder dial, twin-sprocket film drive and the handy, fast acting thumb-lever film transport. One short, smooth motion of your thumb sets the exposure counter and advances the film, in readiness for the next picture.

The Memar is made of metal throughout, with black grained body covering and satin finish brightwork. It is a camera that you'll carry with pride and use with pleasure. See it at your dealer's now.

Retail prices: Camera **\$39.50**

Case **6.95**

Ansco Flash Unit **7.95**



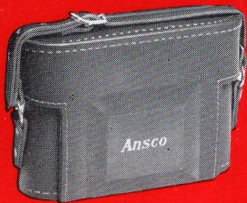
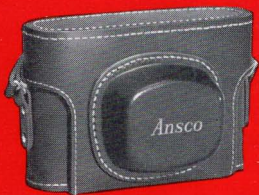
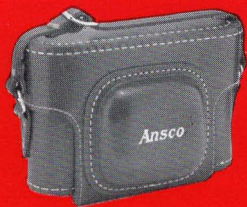
## EVEREADY CASES

FOR ANSCO MINIATURE CAMERAS

A fine camera, such as those shown in these pages, deserves a good case. All Ansco camera cases are designed to afford maximum protection and allow for the greatest convenience in use.

All of the cases for Ansco miniature cameras are made of genuine leather. Each has a convenient, adjustable carrying strap.

Buy a case at the time you buy your camera—for protection and convenience.





**ANSCO UNIVERSAL**

## **FLASH UNIT**

**FOR ALL ANSCO 35MM MINIATURE CAMERAS**

**For all Anco 35mm Miniature Cameras** and others having either the 3mm Continental or standard ASA bayonet type shutter contact. Improved electrical circuit. Uses either photoflash batteries or B/C cartridge. Outlet for extension flash. Highly efficient mirror finish reflector with matte surface diffuser is scientifically designed to project an even beam of brilliant light into picture area.

**\$7.95**



# 35 MM MINIATURE CAMERA FILMS

**Anscocrome makes three fine films for miniature cameras.**

Anscocrome Supreme is a fast, panchromatic emulsion widely preferred for most miniature camera work because of its wide latitude and fine grain.

Anscocrome Ultra-Speed Pan is a superspeed panchromatic emulsion and the only logical choice when good pictures must be taken under poor lighting conditions.

Anscocrome is the new high-speed, high-fidelity color transparency film that sets a new high standard for color photography. Its exposure index of 32 allows photography at high speeds, in dim light and at small lens openings for greater sharpness.

## IDAHO CAMERA

806 MAIN ST.

BOISE, IDAHO