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MINIATURE CAMERAS

35 MM MINIATURE CAMERA FILMS

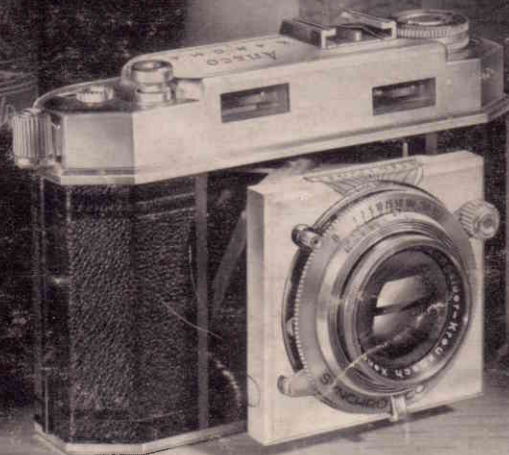
Ansco makes three fine films for miniature cameras.

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

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

Ansco Color Film is a favorite with amateur and professional photographers because it reproduces colors truly and faithfully. Ansco Color Film transparencies are beautiful and lifelike, ideal for viewing against the light, for projection, or for printing on Ansco Color Printon.

FOR COLOR SLIDES AND BLACK AND WHITE





HELPFUL SUGGESTIONS ABOUT 35MM PHOTOGRAPHY

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

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 f2.0 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 cameras offer you, among other advan-

tages, a wider choice of speeds. The extra-high speeds (1/250, 1/300 and 1/500) second are valuable 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 and both models of the AnSCO 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.

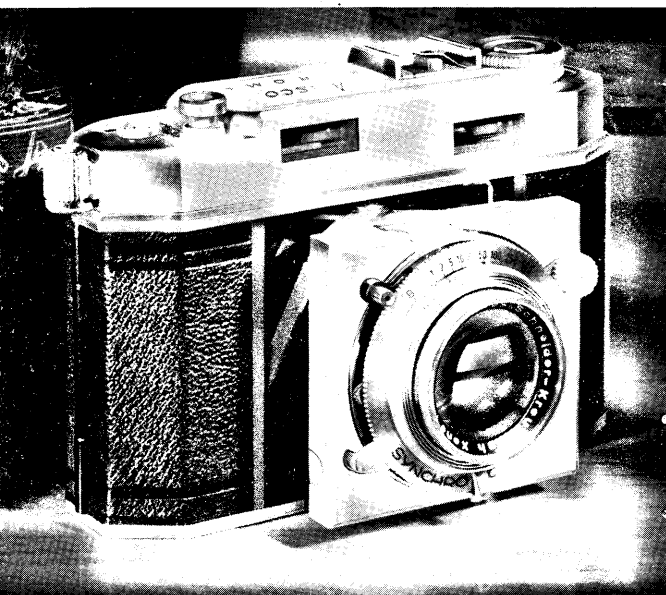
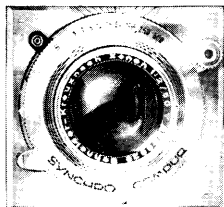
Lens-coupled rangefinders are by no means essential. However, they are convenient and will add to the pleasure of your picture taking.

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 thing. Every AnSCO camera shown in this booklet is guaranteed for one full year.

ANSCO 35MM

KAROMAT f2



Retail price: Camera **\$125.00**

Case **12.50**

Ansko Flash Unit **8.95**

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 Ansko Karomat at your dealer's today.

FEATURES OF THE KAROMAT

LENS: Six-element f2.0 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.



ANSCO 35MM KAROMAT f2.8



This is the same fine camera you saw on the preceding pages—except for one feature: It has an f2.8 Schneider Xenar lens instead of the f2.0. This lens is every bit as good, but not quite as fast. It is a little easier to make and you get the benefit of this saving in production costs.

Every other operating and construction feature is identical on both cameras—the same fine rangefinder, the same super accurate, high-speed Synchro-Compur shutter, the same quick, convenient automatic film transport.

If you don't require the extreme speed of the f2.0 lens, you can make a saving and get a mighty fine picture-taking instrument by buying the Ansco f2.8 Karomat. It's a camera you'll always be proud of. It will always serve you well. Ask your dealer to show it to you today.

Retail prices: Camera **\$112.50**

Case **12.50**

Ansco Flash Unit **8.95**

ANSCO 35MM REGENT f3.5



The **Ansco Regent** is a kind of younger brother to the Super Regent described on the next page. 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 difference is the lens—a fast, highly-corrected f3.5 Agfa Apotar anastigmat.

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 **8.95**

ANSCO 35MM SUPER REGENT f3.5

This new AnSCO miniature is head and shoulders above any other 35mm camera in its price range. No other nationally known miniature camera selling for less than one hundred dollars offers you anywhere near as many quality features and operating advantages as you will find in the Super Regent.

From its highly corrected f3.5 lens (ideal for crisp, bright color slides) to its precise high speed shutter (essential for stop-action shots) and its accurate coupled rangefinder (for needle-sharp focusing in even the dimmest 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, convenient carrying and 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.

FEATURES OF THE SUPER REGENT

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

SHUTTER: Synchro-Compur, with nine speeds from one to 1/500 second plus Bulb, M-X synchronized for all flashlamps and electronic flash tubes at all shutter speeds. There is no shutter more accurate, more dependable or more highly regarded than this Synchro-Compur, the world's standard for quality.

RANGEFINDER: Bright superimposed coincidence distance meter is combined in a single window with the viewfinder—easier, quicker and more accurate in use.

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.

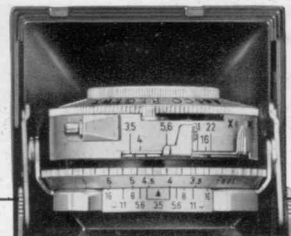
Retail prices:

Camera \$87.50

Case 9.75

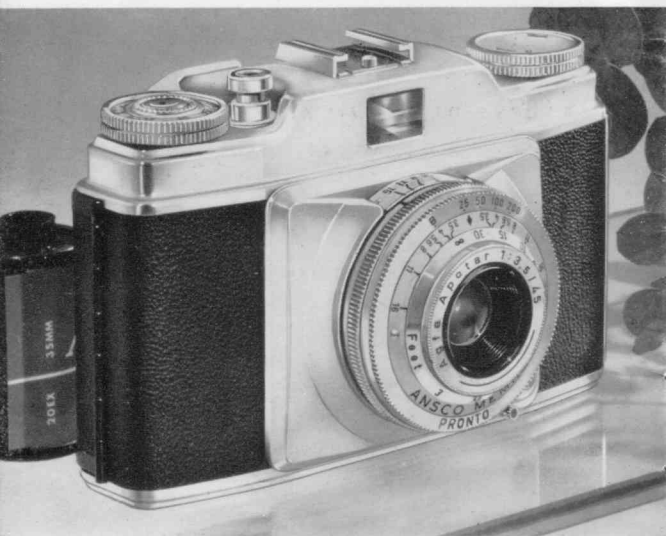
AnSCO

Flash Unit . . . 8.95



A N S C O 3 5 M M

MEMAR *f*3.5



Retail prices: Camera **\$39.50**

Case **6.95**

AnSCO Flash Unit **8.95**



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 lens and precise 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 as the owner of a new Memar camera is 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.

FEATURES OF THE MEMAR

LENS: Coated f3.5 Agfa Apotar anastigmat, corrected for color.

SHUTTER: X-synchronized flash shutter with speeds to 1/200 second, plus Bulb.

Film type reminder dial shows type and speed of film in camera.

Twin-sprocket film drive gives smoother, more positive film advance action.

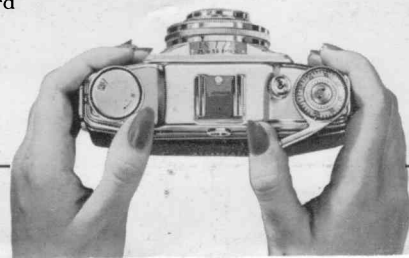
Optical eye-level finder makes subjects easier to see.

Built-in accessory clip.

Hinged back for easier film loading.

Rugged die-cast metal body.

FILM SIZE: Standard
35mm magazines.





EVEREADY CASES

FOR ANSCO MINIATURE CAMERAS

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

All of the cases for Anso 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 Anso Karomat, Regent and Memar 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. Satin-finish reflector is scientifically designed to project an even, diffused beam of brilliant light into picture area **\$8.95**