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# HOW TO USE YOUR *Anasco*



## MEMO II

**automatic camera**



**Your new Ansco Memo II Automatic Camera is  
precision made and with ordinary care,  
will give you years of pleasure.**

The electric eye, coupled to the lens and shutter system, automatically sets the correct exposure when sufficient light is present for snapshots either indoors or outdoors. With photoflash lamps, one simple adjustment automatically sets the exposure for the proper film, lamp and distance combination. The powerful spring motor automatically advances the film after each exposure, permitting rapid sequence pictures if desired and eliminating the danger of accidental double exposure. Up to 20 pictures can be made with one winding.

Spend a few minutes now with this book and your camera to familiarize yourself

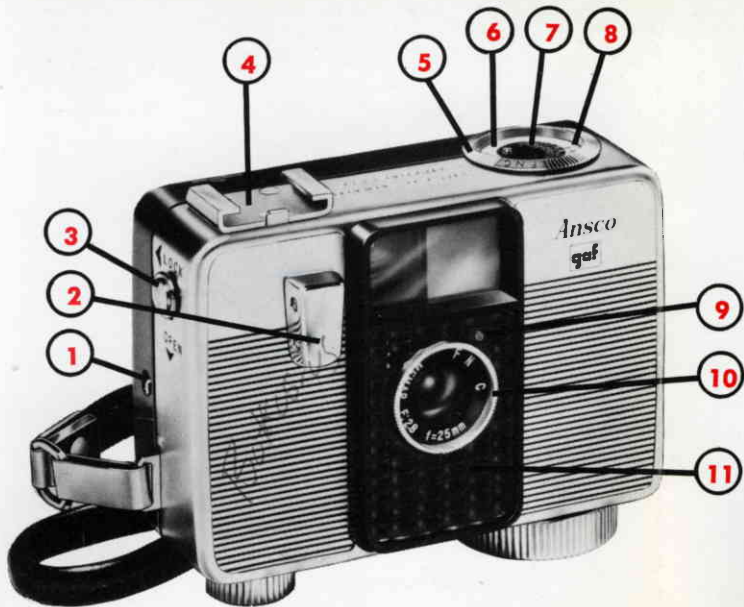
with the camera features and operation, thereby assuring the best possible results.

Ansochrome films will give the finest in color transparencies. For black and white, Ansco Versapan is recommended. On page 2 you will find information on the outstanding Ansco Films available.

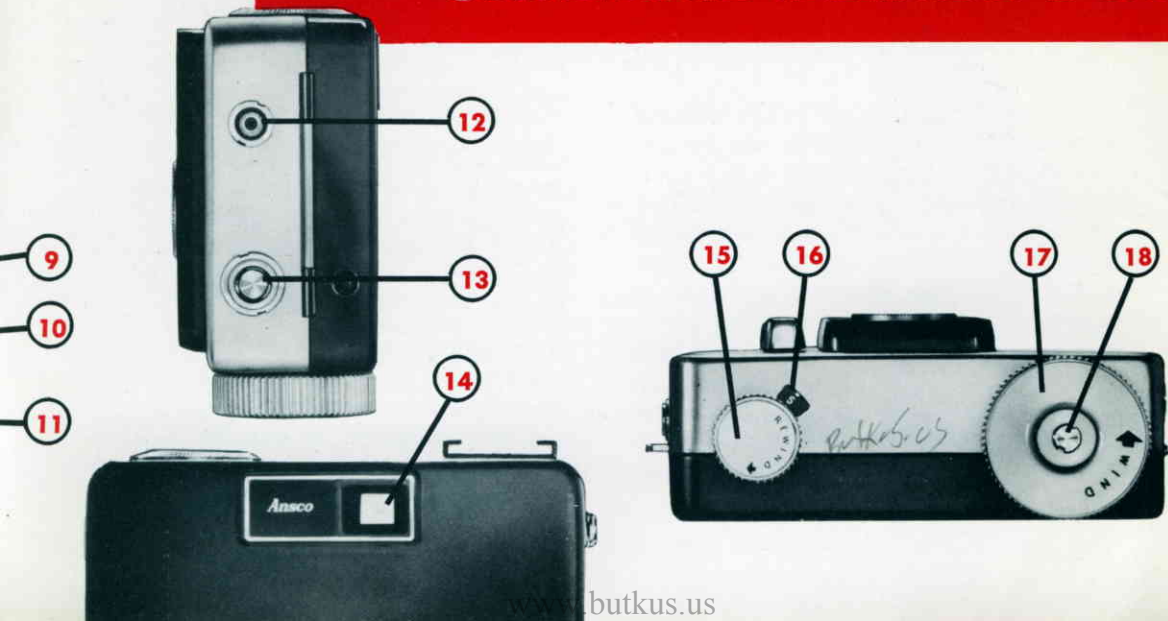
Your camera uses standard 35mm film magazines (No. 135) making 24 half-frame (18 x 24mm) pictures from the 12-exposure magazine, 40 from the 20-exposure magazine and 72 from the 36-exposure magazine.



**Ansco**



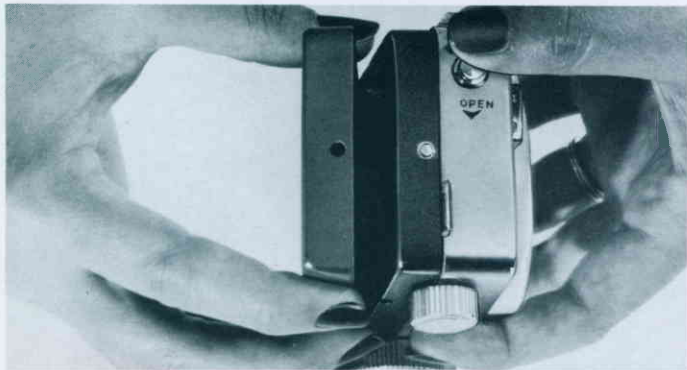
# CAMERA PARTS FOR



# MEMO II AUTOMATIC CAMERA

- |   |                                   |
|---|-----------------------------------|
| <b>1</b> Camera Back Catch  | <b>9</b> Focusing Index Dot       |
| <b>2</b> Shutter Release  | <b>10</b> Focusing Ring           |
| <b>3</b> "Open" and "Lock" Button   | <b>11</b> Electric Eye            |
| <b>4</b> Accessory Clip   | <b>12</b> Flash Connector Socket  |
| <b>5</b> Exposure Control Center—<br>Distance Setting Indicator (for flash)               | <b>13</b> Tripod Socket           |
| <b>6</b> Exposure Control Center—<br>Exposure Setting (for automatic or manual operation) | <b>14</b> Viewfinder              |
| <b>7</b> Exposure Control Center—ASA Film Speed Dial                                      | <b>15</b> Rewind Knob             |
| <b>8</b> Exposure Control Center—Flash Guide Number Scale                                 | <b>16</b> Exposure Counter Window |
|   | <b>17</b> Winding Knob            |
|   | <b>18</b> Rewind Release Button   |

# LOADING THE CAMERA



- 1** Open the back of the camera by pushing the button (No. 3) in the direction of the arrow to “open.” This will release the catch (No. 1) so that the back can be opened.

Note also that the button may be moved to “lock,” to prevent accidental exposures while carrying the camera.



**2**

Pull out the rewind knob (No. 15) on the bottom of the camera. Insert film magazine in the supply chamber as shown.

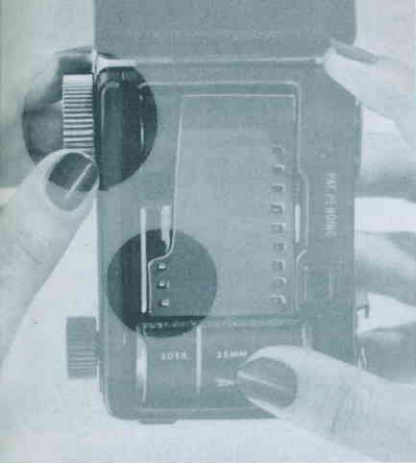
**3**

Push the rewind knob back in, turning it forward and backward slightly to engage the magazine spool.

**4**

Turn the winding knob (No. 17) in the direction of the arrow until the opening in the metal spring clip on the take-up spool appears. Push the end of the film under clip as far as it will go and engage a film perforation on the tooth of the spring clip.





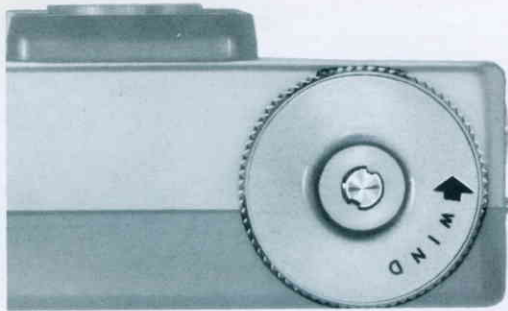
5

Hold the film magazine in position as shown. Turn the winding knob until film is drawn across the back of the camera and the film perforations are engaged with the sprocket teeth.



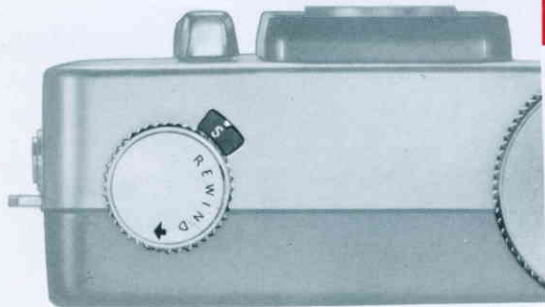
6

Close the camera back, being certain that the lock snaps shut.



**7**

Wind the film advance motor by turning the winding knob (No. 17) in the direction of the arrow. Turn knob until it stops. Do not use excess force.



**8**

Operate the shutter release button (No. 2) several times until the figure "1" appears in the counter window (No. 16) in the bottom of the camera. The exposure counter registers from "1" to "72." It will automatically return to "S"—start—when the camera is opened to remove the exposed film.

# EXPOSURE CONTROL CENTER

■ At this point it will be helpful to familiarize yourself with the use of the control center located on the camera top. This center is used for setting both automatic snapshot and flash exposures. It may also be used for manual control.



1

## ASA FILM SPEED DIAL

*Your camera must be set for the correct speed of the film you are using.*

The black inner dial (No. 7) contains a series of numbers corresponding to the recommended ASA speeds of the various films you may use. The ASA speed for a particular film will be found in the instruction sheet packaged with the film. Set the proper speed number opposite the black index mark. Click stops are provided for each number. Intermediate ASA speeds such as ASA 125, etc., may be used by setting the dial in between the numbers shown.



## 2 EXPOSURE CONTROL RING

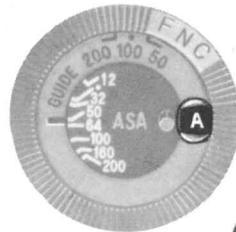
FOR AUTOMATIC ELECTRIC-EYE SNAPSHOT CONTROL, turn milled ring (No. 5) until red "A" appears in the window (No. 6). No further setting is required. The Gold Dot, see page 13, tells you whether or not a picture can be made.

FOR FLASH PICTURES, the proper exposure is established by setting the estimated camera-to-subject distance, marked on the milled ring (No. 5), over the flash guide number shown on the inner ring (No. 8).

The flash guide number for the film and lamp you are using will be found in the film instruction sheet. It may also be found on the lamp package.

Intermediate distances and guide numbers are used by setting the dial to "in between" positions.

FOR MANUAL CONTROL, snapshots may also be made without the electric-eye control. By turning the milled ring (No. 5), the red A will disappear. A series of f/numbers will appear in the window. On other than "Automatic" operation, the shutter speed is fixed at 1/30 of a second and the proper f/number for this shutter speed should be made to appear in the window. Intermediate f/numbers are represented by the dots in between the numbers in the window.



# HOW TO TAKE PICTURES WITH AUTOMATIC EXPOSURE CONTROL



## **1** FOCUSING

Your camera has “zone” focusing—the letters, F (Far), N (Near), and C (Close) appearing on the lens ring (No. 10) correspond to:

**F**—used for scenics—15 feet and beyond

**N**—used for groups—6 to 15 feet

**C**—used for close-ups—3 to 6 feet

Set the proper letter opposite the red dot (No. 9) next to the focusing ring. The distance setting also appears at one side of the viewfinder image. See illustration, page 13.

## 2

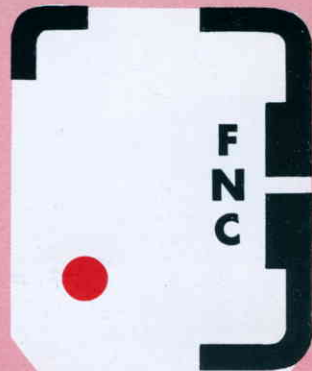
### COMPOSING THE PICTURE

When the subject is viewed through the viewfinder (No. 14), the gold colored markers outline the picture area. There is no marker in one corner—the area where the Gold Dot exposure signal will appear.

## 3

### MAKING THE PICTURE

When lighting conditions permit a picture to be made you can see the Gold Dot, indicating that there is enough light to give you correctly exposed pictures. If the Gold Dot is *not* visible, there is insufficient light and a flash lamp should be used — see “Flash Photography,” page 16.



# 4

## EXPOSING THE PICTURE

Holding the camera firmly as shown in the pictures on this page, squeeze the shutter release (No. 2) with a firm, steady motion to avoid jarring the camera. When this control is pressed, the exposure is made. When the control is released, the film is automatically advanced for the next picture.

**IMPORTANT:** *Be sure that your fingers do not obstruct the electric eye (No. 11) surrounding the lens. This would cause improper exposure.*



To make pictures in vertical composition, hold camera in this position.

To make pictures in horizontal composition, hold camera in this position.



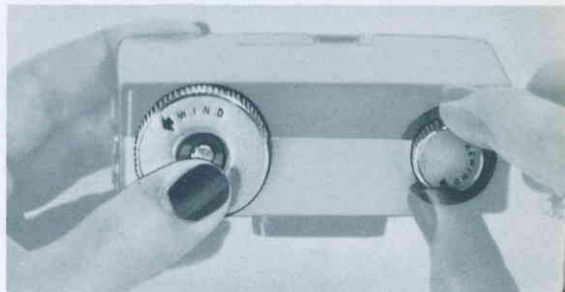
# HOW TO REMOVE EXPOSED FILM FROM YOUR CAMERA

Before removing the exposed film, it must be rewound into its light-tight magazine.

**1** Press in the rewind release button (No. 18) in the center of the winding knob (No. 17) to release the film advance mechanism. This also releases the unused tension in the spring motor.

**2** Holding the button in, turn the rewind knob (No. 15) in the direction of the arrow. Continue winding until you feel a lessening of the tension as the film frees itself from the take-up spool. As a further check to make certain that the film is fully rewound, remove your finger from the rewind release button. If the rewind knob continues to turn freely, the film is fully rewound.

**3** Open the back of the camera, pull out the rewind knob and remove the magazine.



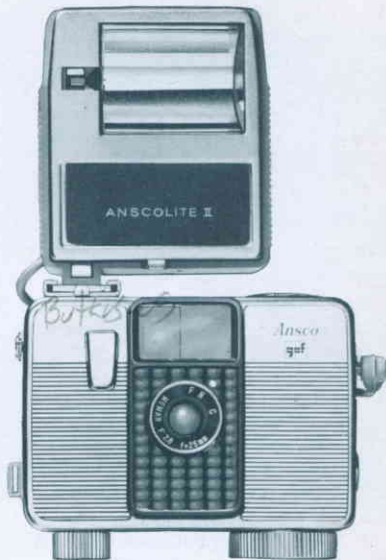


# FLASH PHOTOGRAPHY

When the Gold Dot warns that there is insufficient light either indoors or outdoors, your flash attachment should be used.

Insert the flash unit in the accessory clip (No. 4) on the camera top. Connect the flash cord by plugging it into the connector socket (No. 12) as shown.

- For daylight type color positive film (slides), use blue bulbs.
- For indoor type color positive film (slides), use clear bulbs.
- For color negative film, use clear bulbs (use blue bulbs for fill-in flash outdoors).
- For black-and-white film, use clear bulbs.





■ Make certain that your camera is set for the proper ASA film speed. Ascertain the flash guide number for the film and lamp you are using.

The letters F, N and C, as on the lens focus ring, also appear on the milled exposure control ring (No. 5). Set the corresponding letter opposite the flash guide number on the inner dial (No. 8). Your camera has now been automatically set for the correct flash exposure.

When finished making flash pictures, be sure to reset the exposure control to "A."

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# TAKE CARE OF YOUR CAMERA

Your camera is built to last and will give you years of pleasure if you will give it ordinary care.

Use a clean linen handkerchief or soft paper facial tissue to clean the lens, electric-eye cell and picture finder window.

Use the plastic cover provided to protect the lens, electric-eye cell and finder window, when the camera is not in use.

Keep the camera in its case and always use the wrist strap when carrying or using the camera. The wrist strap may be passed through the loop on the case, permitting pictures to be made without fully separating the camera and the case.

## ■ PLEASE DO THIS NOW

Your Ansco Memo II Camera is guaranteed as explained on the registration card. Fill out and return the registration card today.





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GENERAL ANILINE & FILM CORPORATION  
BINGHAMTON, NEW YORK