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I have no connection with any camera company

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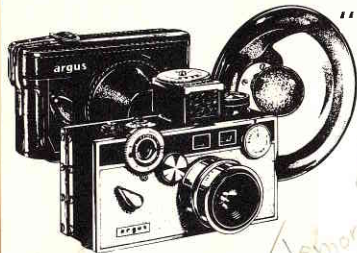
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## ARGUS "Matchmatic" C-3

For perfect 35mm shots  
anytime . . . anywhere!

Model 184

### DELUXE FEATURES INCLUDE:

- 35mm Cassette Loading
- Fast 50mm f/3.5 Cintar Lens
- 5 shutter speeds to 1/300 of a second
- Clip-on Exposure Meter included
- Coupled Rangefinder
- Complete with plug-in flash
- Automatic Exposure Counter
- Leather carrying case included

# argus



## ARGUS "Standard" C-3

World's Most Famous  
35mm Camera

Model 192

With the C-3 you will get sharp, brilliant, true-to-life color slides or sparkling black and white prints on your very first roll of film!

### FINE FEATURES INCLUDE:

- 35mm Cassette Loading
- Famous 50mm f/3.5 Cintar Lens
- Shutter Speeds to 1/300 of a second
- Coupled Rangefinder
- Plug-in Flash unit included
- Colormatic Lens Settings eliminates guess work
- Leather Case included

Model 191—C-3 Camera with leather case.

## ARGUS 127 CAMERA OUTFIT



Take color snapshots or slides and black and white snapshots with just the push of a button. Here is a camera that every member of the family can enjoy.

### FEATURES INCLUDE:

- Synchronized plug-in Flash
- 2 Lens Settings for color and black and white
- 2 Batteries
- Double Exposure Prevention
- 4 AG-1 flash bulbs
- Roll of black and white film
- All in a handsome gift carton

### COMPARE THE FEATURES . . .

	184	192	257	264	270
Cartridge Loading	35mm	35mm	x	x	x
Flashcubes			x*	x	x*
Electric Eye	**		x	x	x
Bright-Line Viewfinder				x	x
Lens	f/3.5	f/3.5	f/5.6	f/5.6	f/2.8
Lens focusing	x	x	x	x	x
Programmed shutter					x
Electronic Flash Mounting					x
Slides & Snapshots	x	x	x	x	x
Accessory lenses	x	x	x	x	

\*with socket \*\*clip-on meter

### UNCONDITIONAL ARGUS GUARANTEE

EVERY ARGUS PRODUCT IS GUARANTEED UNCONDITIONALLY FOR ONE FULL YEAR AGAINST EVERYTHING.  
KIDS • DOGS • ACCIDENTS • SOAKINGS • EVERYTHING.

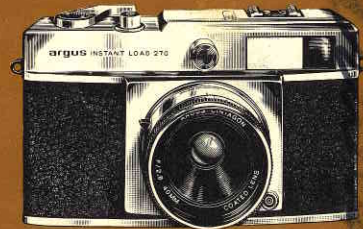


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# 5 exciting

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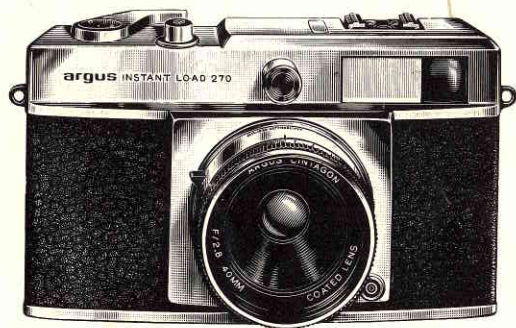
## CAMERAS



Featuring built-in simplicity  
for the whole family!



## ARGUS INSTANT-LOAD 270



Here's another "first" from Argus, makers of the famous C-3! With the new Argus 270, even children can take pictures with that professional look. The unique 270 has important features that make it a most versatile camera for taking pictures with unusual effects.

### OUTSTANDING 270 FEATURES:

- Instant Cartridge Loading! Uses 126 film cartridge for slides or prints.
- New DataScope Viewfinder provides bright-line optical frame, focusing symbols, shutter speeds, f-stops and low light signal.
- Programmed Shutter automatically selects the best combination of shutter speed and aperture.
- CdS Electric Eye is pre-set by film cartridge for perfect exposure control.
- Sharp 40 mm f/2.8 Lens focuses from 2 ft. to infinity.
- Hot Flash-Shoe and PC connector for either universal flash units, flashcube units or electronic flash.
- Single-Stroke Film Advance. Automatically turns electric eye "on" when cocked.
- Standard ASA-size Cable-Release socket built in for time exposures, self-timer units or remote shutter control.

**Model 270B—Camera Only.**

**Model 270S** complete with electronic strobe flash! Electronic Strobe takes up to 50 shots on one set of batteries. Also operates on 110V AC. The high speed strobe light (1) eliminates all blur from action shots (2) is economical (3) gives ideal lighting for flash shots.

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## ARGUS INSTANT-LOAD 264 with automatic flashcube



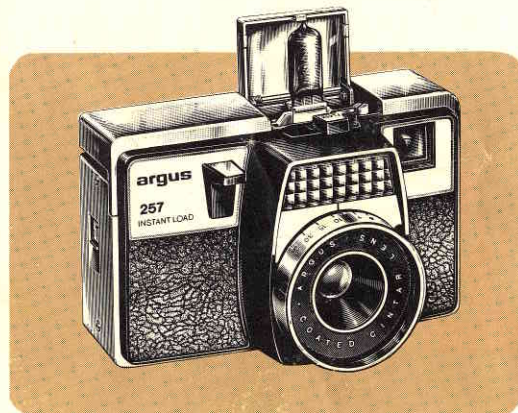
### CHECK THESE ADVANCED FEATURES:

- Instant Cartridge Loading! Uses 126 film cartridge for slides or prints.
- Shutter stops action at 1/125 of a second outdoors ... 1/30 of a second for flash.
- Automatic Electric Eye for perfect exposure control.
- Sharp f/5.6 Lens focuses from 3 feet to infinity.
- New Bright-Line Viewfinder indicates lens focus setting.
- Flashcube socket built-in.
- Flashcubes rotate automatically as you advance the film.
- Flash exposures set automatically as you focus.
- Accessory wide angle and telephoto lenses available.

**Model 264B—Camera Only.**

**Model 264K—Kit** contains 264 Camera, Flashcube, 2 batteries, and Kodacolor film.

## ARGUS INSTANT-LOAD 257 automatic and "Goof-Proof"!



And, don't let the low price fool you! This great new 257 camera is loaded with quality features with 30 years of Argus engineering experience built-in! If you can push buttons, you can take perfect pictures with the 257! Ask your dealer for a demonstration of these great fun-features!

- Instant Cartridge Loading ... uses 126 film cartridge for slides or prints.
- Fast! ... stops action outdoors at 1/125 of a second ... 1/30 of a second for flash.
- Brilliant picture-window Viewfinder.
- Automatic Electric Eye ... gives you perfect exposures every time.
- High-quality f/5.6 Lens ... focuses from 3 feet to infinity.
- Automatic Flash Exposure set as you focus.
- Plus ... Your choice of flashcubes or bulbs.  
Built-in flash ... uses either AG flashbulbs or flashcubes (With adapter).
- Accessory wide angle and telephoto lenses available.

**Model 257B—Camera Only.**

**Model 257K—Kit** contains 257 camera, Kodacolor film, flashcube socket, batteries and flashcube.

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