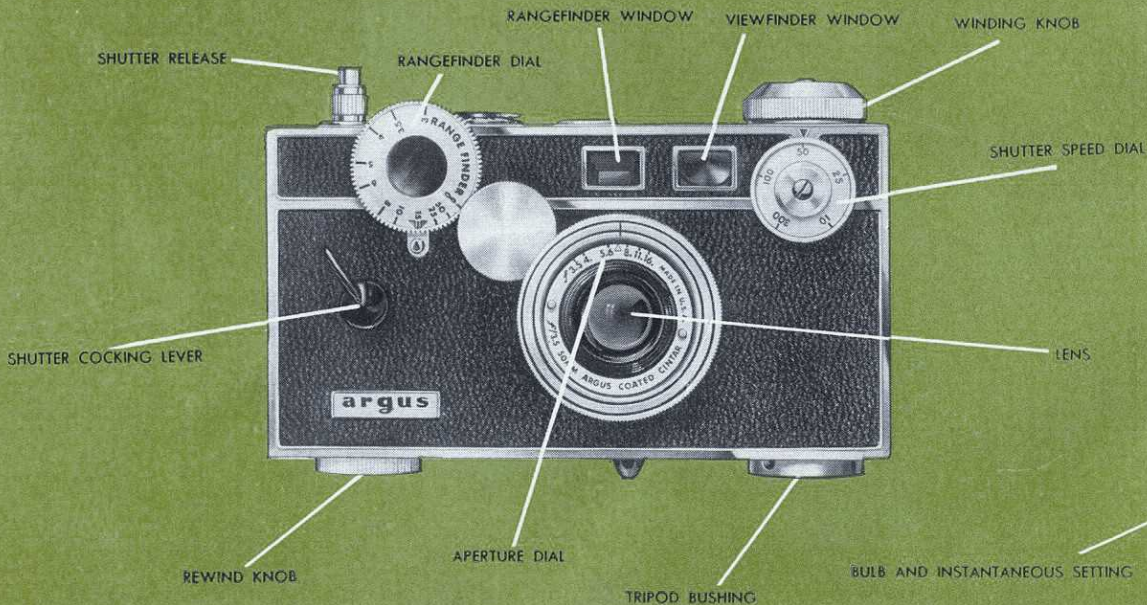


*Here is your
Argus C-3*

...world's most popular 35mm camera

Important Components **of your**



new Argus C-3

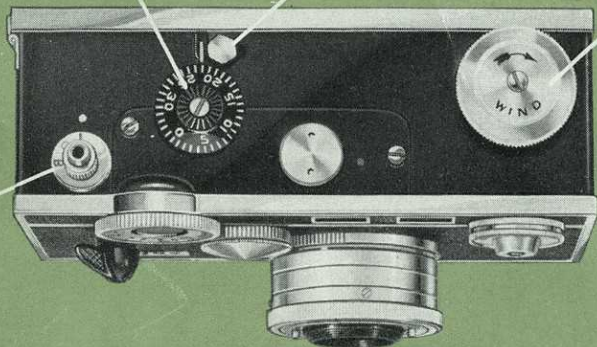
The Argus C3 is the world's first choice of all 35mm cameras. It's wonderful combination of advanced design features will provide you with a lifetime of picture-making pleasure. This little booklet will help you to become more familiar with the C3 more quickly, and bring you fullest enjoyment from its use.

If you plan to take a trip, expose a practice roll or two of film so that you may become familiar with the operation of your new camera.

FILM COUNTER DIAL

FILM CATCH

WINDING KNOB



CONTENTS

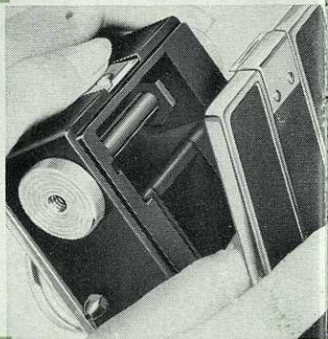
Loading	4-6
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Argus Cameras, Inc.
Ann Arbor, Michigan

Loading

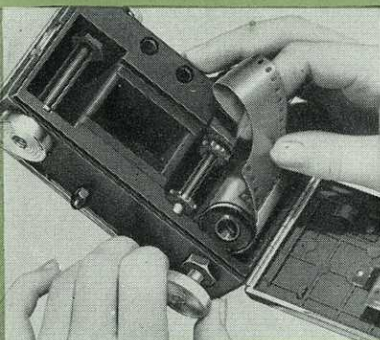
your Argus C-3

Your Argus C3 takes 35mm film cartridges; 20 or 36 pictures per load; color or black-and-white.



Open the camera by depressing the catch at the end of the camera.

2



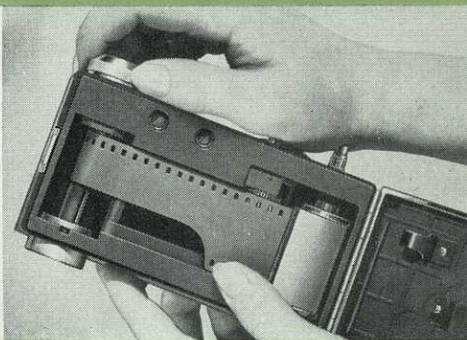
Pull out Rewind Knob on the bottom of the camera, and insert the 35mm cartridge. Then push in Rewind Knob (it may be necessary to turn it slightly).

3



Thread end of film completely through the slot on the Take-up Spindle. Turn Wind Knob approximately one-half turn until film folds under itself and is secure on shaft.

4



Give Winding Knob a couple of turns to make sure film is secure on Take-up Spindle. Make sure sprockets engage holes in film. If sprockets stop turning, release Film Catch. (See Illustration 5.) Close camera back, making sure the back cover lock slides over the case catch and securely engages it.

5



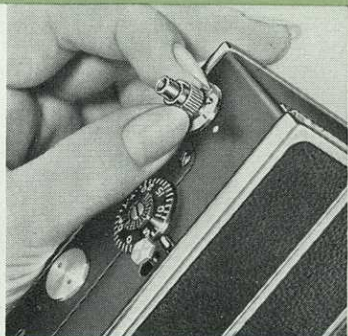
Turn Winding Knob as far as it will go without forcing. Hold down Film Catch, and turn Winding Knob about a quarter of a turn. Release Film Catch and wind as far as knob will turn. Repeat this operation again in order to take up proper amount of film leader.

6



Set Counter Dial by turning it counter-clockwise (to the left) until "0" is opposite index line. The Counter Dial indicates the number of pictures taken. The camera is now ready for the first picture.

7



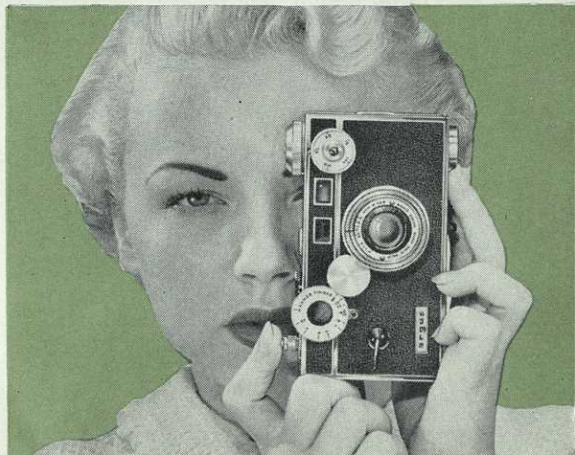
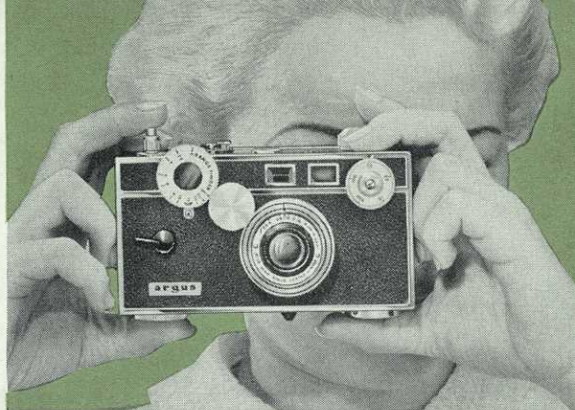
The Bulb and Instantaneous Setting must be set at "I" when using shutter speeds on the Speed Dial.

How to

Hold the Camera

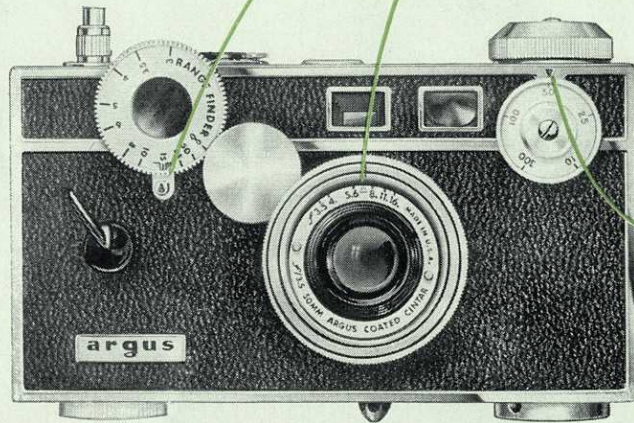
You may hold your C3 either vertically or horizontally. To "see" your picture, look through the Viewing Window—it's the left one. Then compose the subject just as you want it.

Be sure to hold the camera steady at the moment the picture is taken, and squeeze the Shutter Release smoothly—using the trigger squeeze action. Care should be taken that the finger does not interfere with the up-stroke of the Cocking Lever when the Shutter is released.



Taking Pictures

**It's as easy
as 1-2-3 with
COLOR-MATIC
settings**



There are only three quick settings needed to take fine pictures with your Argus C3.

- 1** LENS OPENING OR F-STOP
- 2** DISTANCE SETTING
- 3** SHUTTER SPEED

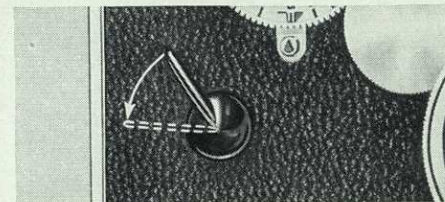
Your Argus C3 has "COLOR-MATIC settings" for your convenience in making quick adjustments for all average scenes in bright sunlight. Each of these *three settings* is shown in colored markings on the camera.

When using COLOR FILM (Kodachrome or Ansco Color) SET ALL THREE ADJUSTMENTS ON YELLOW (as shown on left).

When using BLACK-AND-WHITE FILM (Plus X or Ansco Supreme) SET ALL THREE ADJUSTMENTS ON RED.



For handy reference COLOR-MATIC settings are listed inside the cover of your C3 carrying case.



Cock shutter by pushing down Shutter Cocking Lever as indicated by the dotted lines in the illustration. You are now ready to take your picture.

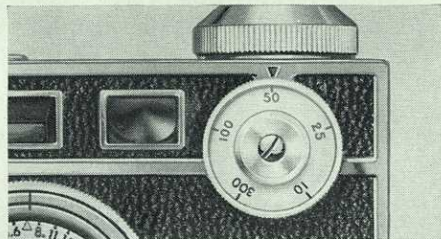
The Next Picture

After each picture is taken, make it a practice to wind the film immediately so the camera will be ready for the next picture. Hold down the Film Catch, and turn Winding Knob about a quarter of a turn. Release Film Catch and continue to wind as far as Knob will turn without forcing. Once you've wound the film, the Counter Dial tells you the number of the picture you have taken.

Note: Be sure to cock the Shutter before taking the next picture.



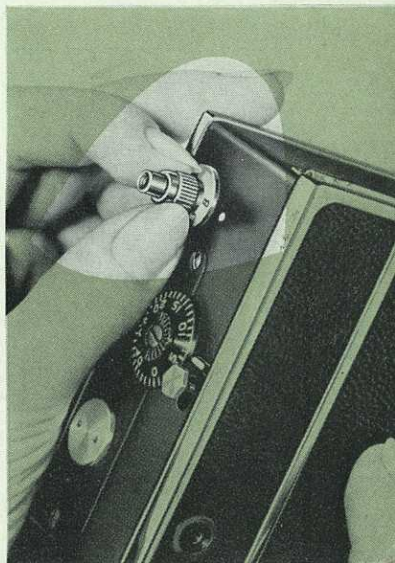
As you become more familiar with your Argus C3, you may want to photograph varied subjects under many different lighting conditions, indoors and out. The versatile C3 has a complete range of lens openings, shutter speeds and a lens coupled Rangefinder so that you can take advantage of every picture possibility. These are described in the following pages.

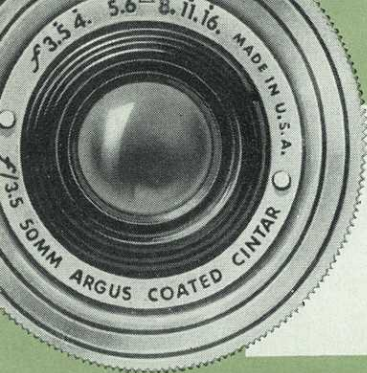


The Shutter Speed Dial controls the length of time the Shutter will be open to light. To adjust the Shutter, turn Shutter Speed Dial counter-clockwise (to the left) until desired shutter speed is opposite index mark. The extra tension when setting Speed Dial at 10 is a normal condition.

Shutter Settings

The Bulb and Instantaneous Setting must be at "I" when using shutter speeds on the Speed Dial. For exposure longer than $1/10$ second, turn knurled base of Shutter Release clockwise $1/4$ turn until "B" is opposite white dot. When set at "B", pressure on the Shutter Release opens the Shutter, and it remains open until pressure is released. When thus set, the camera must be on a tripod or other steady support.





Lens Setting **or f-stop**

The Lens Opening or f-stop controls the amount of light that passes through the Lens while the Shutter is open. To adjust the Aperture (Lens Opening) turn Aperture Dial until correct "f" number appears opposite index mark.

Outdoor Exposure Guide Kodachrome or Ansco Color

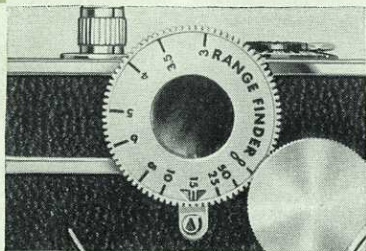
Exposures based on 1/50 shutter speed.

LIGHT CONDITION	BRIGHT SUN	HAZY	OPEN SHADE
Light colored subjects	f:8	f:5.6	f:4
Average subjects	between f:5.6 and f:8	between f:4 and f:5.6	between f:3.5 and f:4
Dark colored subjects	f:5.6	f:4	f:3.5

Outdoor Exposure Guide Black and White

LIGHT CONDITION	BRIGHT	HAZY	CLOUDY	DULL
Bright subjects	f:16	f:11	f:8	f:5.6
Average subjects	f:11	f:8	f:5.6	f:4
Dark subjects	f:8	f:5.6	f:4	f:3.5

Use a shutter speed of 1/50 second for f-stops listed above when using Plus X—Ansco Supreme film (50-40). Use a shutter speed of 1/100 second for f-stops listed above when using Super XX—Ansco Ultra-Speed (100-80) or other film with equivalent emulsion speeds.



Subject out of focus

Focusing

The Argus C3 is equipped with a Rangefinder which is coupled to the Lens. When you operate the Rangefinder, the camera focuses automatically at the same time.

To focus the camera, using the Rangefinder, look through the right-hand eyepiece on the back of the camera. You will probably see a split image. Turn the knurled Rangefinder Dial with the middle or index finger of your right hand until you see only one clear image.

Note: It is also possible to "guess focus" by estimating the distance and setting this figure on the knurled Rangefinder Dial opposite the index mark.



Subject correctly focused

Depth of Field

For every different lens and focus setting there is a range of distance within which your pictures appear in sharp focus. The "depth of field" table indicates that range. For example: With your C3

focused on 15 feet, and the Lens set at f:8, all subjects between 8' 8" and 56' 7" will appear sharp. By referring to the table, you can readily determine the depth of field for any lens and focus setting.

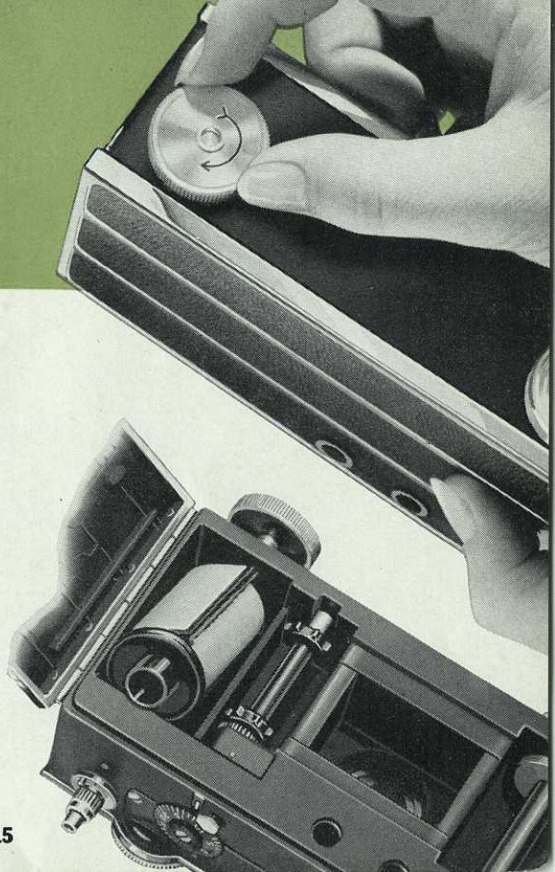
DISTANCE FOCUSED ON	f:3.5		f:4		f:5.6		f:8		f:11		f:16	
	SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED		SHARPLY FOCUSED	
	FROM	TO	FROM	TO	FROM	TO	FROM	TO	FROM	TO	FROM	TO
3'	2'10"	3'2"	2'10"	3'3"	2'9"	3'4"	2'8"	3'6"	2'6"	3'9"	2'4"	4'2"
3.5'	3'3"	3'9"	3'3"	3'10"	3'2"	3'11"	3'	4'2"	2'10"	4'6"	2'8"	5'3"
4'	3'8"	4'4"	3'8"	4'5"	3'6"	4'7"	3'4"	4'11"	3'2"	5'5"	2'11"	6'5"
5'	4'6"	5'7"	4'6"	5'8"	4'3"	6'	4'	6'7"	3'9"	7'5"	3'5"	9'7"
6'	5'4"	6'10"	5'3"	7'	5'	7'6"	4'8"	8'5"	4'3"	10'	3'10"	14'3"
8'	6'10"	9'8"	6'8"	9'11"	6'3"	11'	5'9"	13'1"	5'2"	17'2"	4'6"	35'10"
10'	8'3"	12'9"	8'	13'3"	7'5"	15'2"	6'9"	19'6"	6'	30'4"	5'1"	∞
15'	11'4"	22'1"	11'	23'9"	9'11"	30'11"	8'8"	56'7"	7'5"	∞	6'1"	∞
25'	16'3"	54'2"	15'6"	65'	13'5"	180'2"	11'2"	∞	9'3"	∞	7'3"	∞
50'	24'	∞	22'4"	∞	18'4"	∞	14'5"	∞	11'5"	∞	8'5"	∞
100'	31'8"	∞	28'9"	∞	22'5"	∞	16'10"	∞	12'10"	∞	9'2"	∞
∞	46'2"	∞	40'4"	∞	28'10"	∞	20'2"	∞	14'8"	∞	10'1"	∞

Above table based on circle of confusion .002" (1/500")
Focal length—50mm (1.9685")

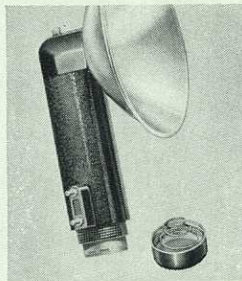
Unloading

When Winding Knob stops turning before the Counter Dial reaches the next consecutive number, you have taken all the pictures on the roll. Before removing film, first rewind the film with Rewind Knob on bottom of camera. Continue to rewind film into cartridge until Counter Dial stops turning. One or two extra full turns will insure complete film return into the cartridge. Then open back of camera, as in loading, and remove film cartridge.

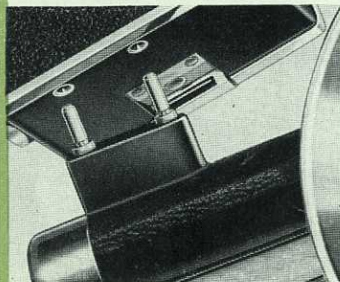
Note: Removed cartridge, if color, should be mailed for processing as directed by instruction sheet accompanying film. Take black-and-white film to your Argus dealer for developing and printing.



Taking Flash Pictures



Unscrew the bottom cap of the flash gun and insert two size C photoflash batteries. Be sure the batteries are fresh.



To attach flash gun to your C3, simply plug it into the side of the camera. Caution: Do not have a flash bulb in the gun when attaching it to the camera.



After attaching flash gun to your C3, insert a flash bulb, pushing it in as far as it will go. Pressing red button at top of gun ejects bulbs automatically.

It's just as easy to take flash pictures—indoors, at night, or under any poor lighting conditions—as it is to take outdoor pictures in bright sunlight. On the opposite page you will find complete instructions for flash exposure settings.

Flash Exposure Guide for **BLACK** and **WHITE** and **COLOR**

Guide numbers are given in the table below for recommended film-flashbulb combinations. By dividing the appropriate guide number by the number of feet between your camera and subject, you obtain the correct f:stop setting.**

EXAMPLE: Using Kodachrome Type A and No. 5 bulb, the guide number is 90. With a subject at 10 ft. divide 90 by 10, which equals 9. Set between f:8 and f:11.

Your C3 is automatically synchronized for all types of midjet based bulbs and for strobelight with "X" delay.

Use a shutter speed of 1/25 second, (marked in green on the shutter speed dial), for ALL flash exposures, including use of electronic flash equipment.

No other speed adjustments are necessary.

FILM	SM or SF BULBS BANTAM 8 BULBS	No. 5, 25 BULBS	BLUE BULBS No. 5B-25B
Kodachrome Type A Ansco Tungsten	44	90*	—
Kodachrome Daylight Ansco-Color Daylight	—	—	55
Plus-X Ansco Supreme	80	150	—
Super-XX Ansco Ultra-Speed	110	210	—

*When using color film with flash it is suggested filters be used as follows: Ansco Color Tungsten—UV-16; Kodachrome Type A—81D or equivalent. Ansco or Kodachrome may be used without a filter when SM or SF flash lamps are employed.

**Use guide numbers furnished by the manufacturer for "X" delay electronic equipment.

For complete information on various types of film, flash bulbs, and filters, consult manufacturer's instructions.

New Argus-Sandmar *Interchangeable*

GIVE YOUR C3 THE PERFORMANCE OF CAMERAS COSTING HUNDREDS OF DOLLARS MORE

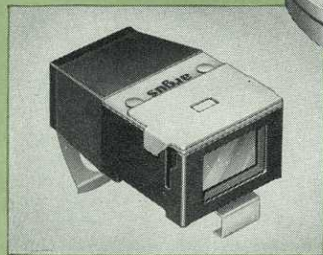


The C3 Telephoto Lens is a truly candid lens. It cuts distance in half so that you can take close-ups from far away when your subjects are natural and relaxed. You'll find it ideal, too, for true-perspective portraits, wild-life close-ups.

The Telephoto Lens is a color-corrected, four element 100mm f:4.5 lens, and is easily installed. It couples automatically to rangefinder and has smooth helical focusing, a built-in sunshade and filter holder, and many other precision features.

The C3 Wide Angle Lens gives you broader and taller pictures—the area photographed is actually

Lenses



rangefinder coupling; click stop lens settings; depth of field scale; handy slip-on viewfinder; sunshade and filter holder; and a host of others.



These three pictures were made with the C3 camera at the same distance from the subject



This picture was made with the regular C3 Citar Lens

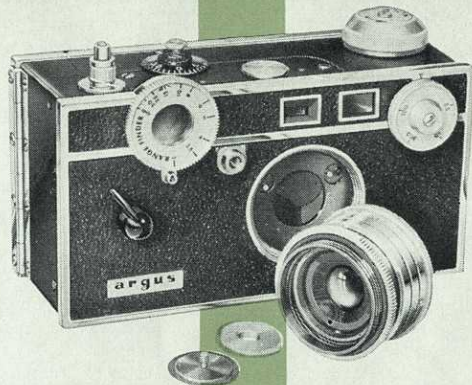


... this one with the C3 Telephoto Lens



... and this one with the C3 Wide Angle Lens

Removing the Lens



Replacing the Lens

The Cintar f:3.5 Lens is removable to permit use of the C3 Wide Angle Lens and Telephoto Lens. You may also want to remove the regular Cintar Lens in order to use it on an enlarger.

- 1** Set Rangefinder Dial at 3 foot mark.
- 2** Unscrew Cap from Idler Gear which couples the Rangefinder Dial to the Lens.
- 3** Lift out Idler Gear.
- 4** Unscrew Lens by turning it to the left*. If Lens has not been removed from camera for a long period of time, it may take a little extra effort to unscrew it from the camera. Do not loosen or remove any of the assembly screws in the Lens Mount.

*Avoid any possible damage to shutter after lens is removed.

1 Screw Cintar Lens into camera turning to right past resistance point until seated firmly.

2 Turn Lens back to left until a wide range of gear teeth are opposite Idler Gear shaft, then drop in Idler Gear.

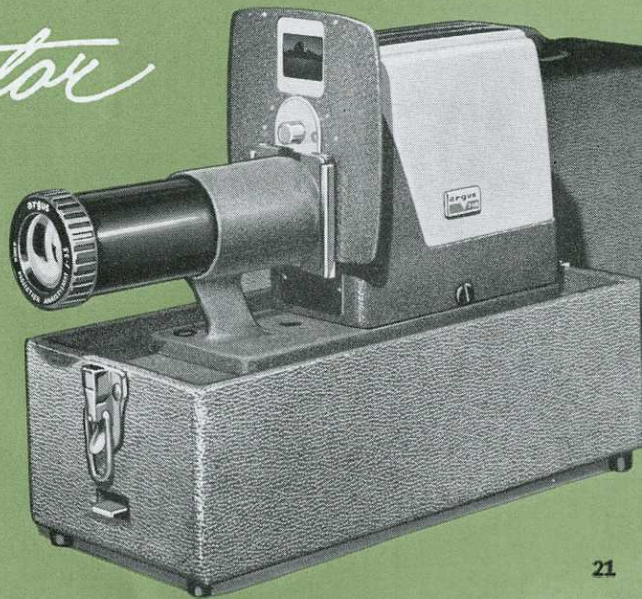
3 Now turn Lens to right as far as it will go. This will position Lens exactly at infinity. Lift out Idler Gear again, being careful not to disturb Lens position. Set Rangefinder Dial exactly on infinity by turning to right. Replace Idler Gear, being careful not to disturb positions of Lens or Rangefinder Dial.

4 Set Rangefinder Dial at 3 foot mark and screw on Idler Gear Cap. Camera is now ready for picture taking.

Best way to view your color slides

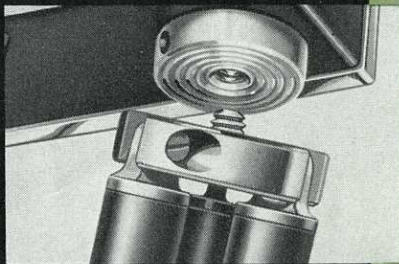
Argus 300-Watt Blower Cooled Projector

The Argus 300 Watt Projector is easy to use and you'll see your highly-prized slides in true, brilliant color. The wide angle f:3.5 lens gives big picture projection, even in small rooms. An exclusive "right-side-up" rotary slide carrier prevents upside-down pictures. Silent power blower and special heat-absorbing lens protect your valuable slides. It's the perfect companion for any 35mm camera.



Additional Facts

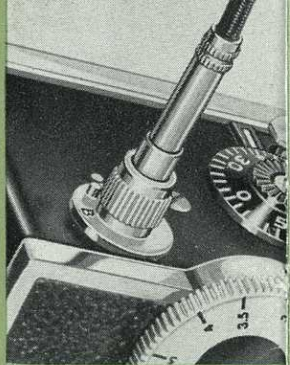
about your Argus C-3



Tripod Bushing on the base of the camera will accommodate any standard tripod. A tripod should be used whenever the picture requires that the camera be held perfectly still.

In order that you may enjoy a full range of photographic pleasure, your Argus C3 has been designed to accommodate a tripod, cable release, and other helpful accessories.

Cable Release is useful in avoiding movement when the camera is on a tripod or other steady support. Your C3 shutter release is threaded for the ASA standard cable release, and your Argus Dealer can supply you with one.



Filters can be attached to your C3 by using an adapter ring which threads into the lens mount. Your Argus Dealer can supply you with an adapter ring and a choice of filters. He will be happy, too, to show you how filters can be used for special effects or more accurate tone values.

Specifications

FILM SIZE.....35mm
Frame Approx. 1" x 1 $\frac{1}{16}$ "

LENS.....Speed f:3.5
Coated Cinar Anastigmat
Focal length 50mm
Removable

RANGEFINDER.....Sextant-type—Split-field
Coupled to lens

SHUTTER.....Speeds B, 10, 25, 50, 100, 300
Cocked manually
Body release

VIEWFINDER.....Optical Eye-level type

F-STOPS.....3.5, 4, 5.6, 8, 11, 16

COUNTER.....20-36 exposures
Automatic counter

FOCUSING.....3' to infinity as indicated on
Rangefinder Dial

FILTER SIZE.....Series V (or 30mm) Filters or
Copy Lenses require 18mm
screw-in type adapter.
Series IV Filters require EK
No. 44 screw-in type adapter

FLASH.....Plug-in type
Size "C" photo flash batteries
Built-in synchronization
SM, SF, wire-filled bulbs and
"X" Delay.

**FULL FIELD
COVERAGE**.....47°

**ANGLE
OF VIEW**.....27° x 40°

**HYPERFOCAL
DISTANCE**.....46' 2" at f:3.5

Guarantee

Your Argus C-3 camera was thoroughly inspected and tested before it was shipped from our factory, and when purchased from an Authorized Argus Dealer, it is fully guaranteed for a period of one year against defects in workmanship or material.

If this camera develops defects in material or workmanship it will be repaired or replaced (our option) without charge.

This guarantee is void in the event the camera has been damaged through accident, misuse, mishandling or for reasons beyond our control.

IMPORTANT

Authorized Argus Dealers sell new Argus equipment at full list price; used or rebuilt equipment sold at less than list price is not guaranteed by the factory.

ARGUS CAMERAS INC., ANN ARBOR, MICHIGAN

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