



*AnSCO*  
CAMERAS





## HOW TO CHOOSE the camera that

AnSCO cameras are made in four styles, to take pictures in sizes from about 1 x 1½ inches (24 x 36mm) to 2½ x 4¼ inches. In addition to appearance and general construction, AnSCO cameras differ in their lenses, shutters and other operating features. Be sure that you get the camera best suited to your needs by considering these questions before you buy:

1. What subjects are you most interested in: Scenes? Posed snapshots of people? Indoor pictures? Rapid action?
2. Do you want black-and-white pictures, color pictures, or both? If color, do you prefer transparencies for projection and printing, or color negatives for printing only?
3. What picture size do you prefer? Small negatives to be enlarged in printing, or larger negatives for album prints without enlarging?

One might ask still another question: "How much money do you want to spend?" Actually this is of little importance



will give greatest satisfaction

in the long run, because a good camera usually proves to be a lifetime investment. Ask your dealer to show you the Ansco cameras he has in stock. Buy the one that you find most practical and convenient for making the kind of pictures you want; it will pay you dividends in pleasure and satisfaction long after its price has been forgotten. There is an Ansco camera to fill every need—fit every budget.

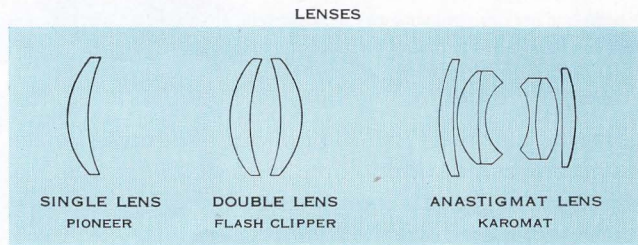
## Camera Styles

Ansco manufactures cameras in four general styles:

<i>Folding Style</i>	<i>Reflex Style</i>	<i>Box Style</i>	<i>Miniature Style</i>
Viking Speedex Flash Clipper	Automatic Reflex	Pioneer	Karomat

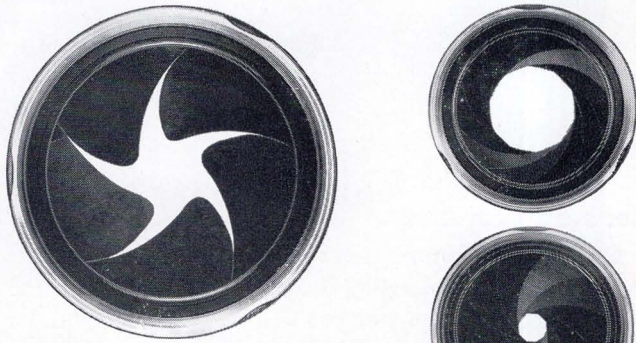
## Lens and Shutter

Of all camera features, the lens and shutter are probably the most important deciding factors because they determine not only the type of picture you will be able to take, but its quality as well.



*Single lenses* are used almost exclusively on lowest-cost cameras. They are fast enough and sufficiently corrected to give pleasing album snapshots of scenics and people at distances not closer than about eight feet. The optical system of the Ansco Pioneer camera employs a single lens.

*Double lenses* are somewhat faster (admit more light) than single lenses and give sharper pictures. Negatives exposed in double-lens Ansco cameras make excellent album prints and



*Set-and-release type shutters provide a range of speeds and are equipped with an iris diaphragm which can be adjusted to control the amount of light that reaches the film.*

enlargements up to 5 x 7 or 8 x 10 inches in size. Ansco double-lens cameras may be used as close as five or six feet from the subject, and still nearer if a low cost close-up lens (portrait attachment) is used over the regular camera lens. The Ansco Flash Clipper camera is equipped with a double lens.

*Anastigmat lenses.* The anastigmat lenses used on Ansco cameras vary in speed from f6.3 (the slowest) to f2.0 (the fastest) and in the number of individual glass elements of which they are composed. All of the anastigmat lenses supplied with Ansco cameras are precision optical objectives. They are made of the finest quality crown and flint glasses, carefully ground and polished to scientifically computed formulas. These lenses are hard-coated to assure maximum light transmission. The Ansco Karomat and Reflex and both

models of the Speedex and Viking have anastigmat lenses. You can depend upon them to give you black-and-white negatives and color transparencies of unsurpassed clarity and definition under the widest variety of lighting conditions.

#### SHUTTERS

*Self-setting shutters.* These are simplest and easiest to operate because they are adjusted at the factory to give best exposures under average picture-taking conditions. They require no pre-setting or adjustment. The shutter is always ready for use. Simply press the release lever or button and take the picture. The Ansco Flash Clipper and Pioneer cameras have self-setting shutters.

*Set-and-release shutters.* Camera shutters of this type are precision mechanisms of watchlike accuracy, carefully engineered to give very exact exposures over a range of speeds. The set-and-release shutters on Ansco cameras are flash synchronized. The range of speeds available in these shutters allows wide exposure control, assuring the best possible pictures of the greatest variety of subject matter, from stop-action pictures of moving subjects to time exposures of still-life subjects. The Ansco Karomat, Automatic Reflex, Speedex f4.5 Special, Speedex f4.5, Viking f4.5, and Viking f6.3 cameras have set-and-release type shutters.





THE ANSCO *Karomat*

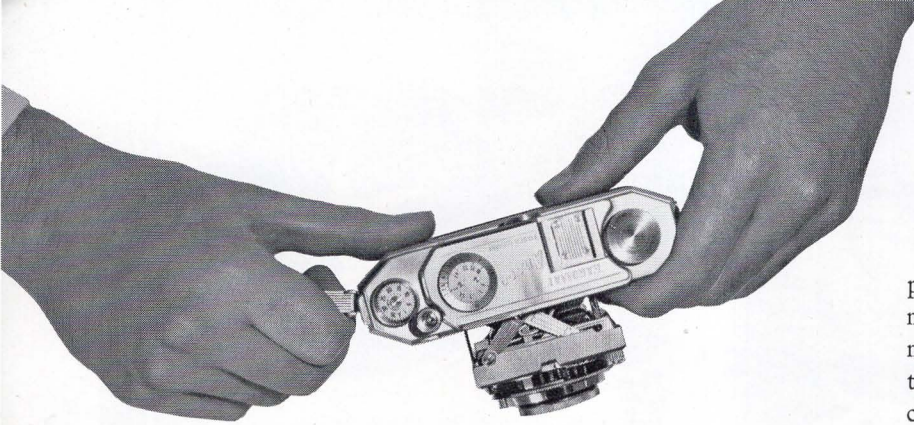
A 35mm Camera of Outstanding Quality



*Fast, f2.0 hard-coated six-element anastigmat lens and high speed shutter produce sharp, colorful transparencies for screen projection or color printing.*

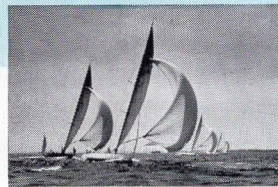
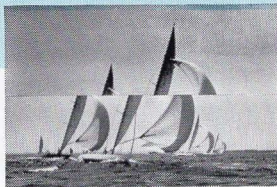






*Thanks to the Karomat's rapid transport lever, it takes but a fraction of a second to wind a new frame of film into position and set the shutter for the next picture. The Karomat is one of the fastest, most convenient, durable and attractive cameras ever made. The all-metal body is covered in black grained genuine leather.*

*Precise lens-coupled rangefinder makes accurate focusing quick and easy. Out-of-focus image appears as at left below, sharply focused image as in picture at right.*



The Anso Karomat is a beautifully engineered precision picture-making instrument. It is the product of the finest materials, fashioned by skilled and experienced camera craftsmen. With the Karomat, you are equipped to photograph the widest variety of subject matter—in black-and-white or color—and do it outstandingly well.

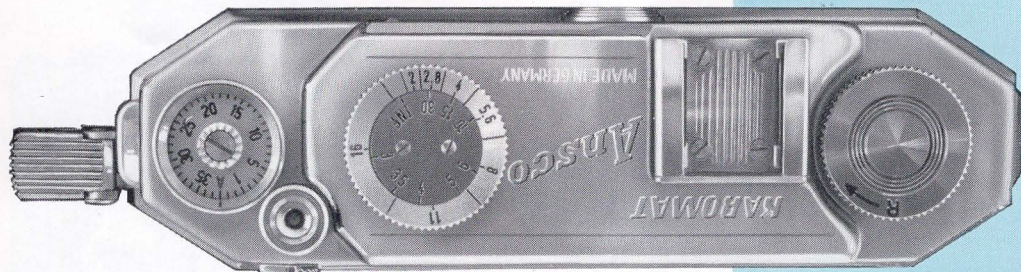
This camera is for the photographer who requires and demands the best—perfection in construction; speed and flexibility in operation; the most meticulous standards of quality and definition in the final photograph.

The Anso Karomat is available with either of two lenses: the Schneider f2.0 Xenon, or the Rodenstock f2.0 Heligon. These are highly corrected six-element objectives, ground with scientific precision from the finest grade crown and flint glasses. In each, all glass-air surfaces are hard-coated to assure maximum light transmission and clarity of definition.

Both lenses are of comparable quality. Because of the time, care and skill required to make lenses that will meet the exacting standards of performance established for the Karomat, lenses for this camera are obtained from two sources and supplied interchangeably.

Karomat lenses are fitted in the new Synchro Compur Rapid shutter, the standard for accuracy and fine construc-





*Controls are carefully situated to assure the Karomat user of greatest ease, speed and convenience in operation.*

tion by which all other shutters are compared. Nine precisely timed automatic speeds cover the full range from one second to 1/500 second, plus Time and Bulb. The Karomat's shutter is synchronized for all Type M flashlamps and electronic flash tubes at all shutter speeds.

A unique feature of the Anso Karomat is its rapid film transport lever, ideally located for convenience and speed of operation in the upper right hand corner of the camera near the body shutter release. With this unusual mechanism, the film may be transported and the shutter set for the next exposure in a brief fraction of a second, simply by flicking the lever through a 90 degree arc.

The Karomat is equipped with a wide base lens-coupled split-image type rangefinder, for greatest speed and accuracy in focusing. Both rangefinder and viewfinder are combined in a single window. The actual picture area is always visible, from the moment you raise the Karomat to your eye, through the focusing operation, to the instant you trip the shutter.

---

COMPARATIVE DATA • ANSCO KAROMAT

---

**LENS:** Schneider f2.0 Xenon or Rodenstock f2.0 Heligon. Both lenses are six-element anastigmats, fully coated and corrected.

**FOCUSING RANGE:** Three feet to infinity.

**SHUTTER:** Synchro Compur Rapid. Nine automatic speeds from one second to 1/500 second, plus T and B. Synchronized for flash.

**PICTURE SIZE:** Standard 24 x 36mm.

**SPECIAL FEATURES:** Rapid film transport, Depth of field calculator, Lens-coupled rangefinder, Automatic film counter, Flashgun accessory clip, Self-erecting lens panel with rigid six-point suspension.

**RETAIL PRICES:** Camera \$164.10, Case 12.50

---





THE ANSCO f3.5

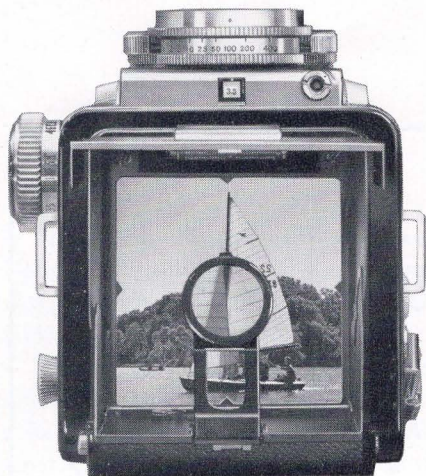
## Automatic Reflex

The Ansco f3.5 Automatic Reflex is the finest twin-lens reflex camera ever made in America. It is a precision instrument of the very highest order. In appearance, construction, ease and convenience of operation, it will appeal to discriminating photographers who take pride in owning and using nothing less than the very best.

The taking lens is an f3.5 Ansco Anastigmat. All air-glass surfaces are hard-coated to eliminate inter-element reflection and flare—assuring sharper and brighter negatives and color transparencies. The matched focal length f3.2 viewing lens is also surface coated to allow maximum accuracy in focusing.

The Ansco Automatic Reflex is fitted with a set-and-re-





*Ground glass viewing and focusing screen of the Anasco Reflex gives a full-size, full-color preview of every picture. Built-in magnifier provides a convenient means for critical focusing. The Anasco Reflex is versatile. You can depend upon it for outstanding performance and superior results under all picture-taking conditions. Money cannot buy a finer twin-lens reflex.*



lease type flash-synchronized shutter which affords nine accurately timed automatic speeds covering the range from one second to 1/400 second, plus Bulb.

This camera has dual focusing controls, offering the advantage of either right or left-hand operation. A powerful magnifying lens hinged inside the folding metal light shield, provides a means for critical focusing.

The many carefully engineered features of the Anasco Automatic Reflex include an automatic frame counter and film measuring device; automatic locking device to prevent accidental double exposure; and release lever to permit multiple exposure on a single frame, when desired. Sturdy die-cast aluminum body is covered in morocco-grained genuine leather.

---

COMPARATIVE DATA • f3.5 AUTOMATIC REFLEX

---

TAKING LENS: Anasco f3.5 Anastigmat, hard-coated and fully corrected.

VIEWING LENS: Hard-coated f3.2 anastigmat, matched in focal length to taking lens.

FOCUSING RANGE: Three feet eight inches to infinity.

SHUTTER: Flash synchronized. Nine automatic speeds from one second to 1/400 second, plus Bulb.

PICTURE SIZE: 2¼ x 2¼ inch on 120 size roll.

RETAIL PRICES: Camera \$189.25, Case \$12.50.

---





THE ANSCO

**SPEEDEX 4.5**

*Special*

The Anso Speedex Special is an excellent choice for the photographer who works in both black-and-white and color. Hard-coated anastigmat lens gives sharper, clearer pictures.





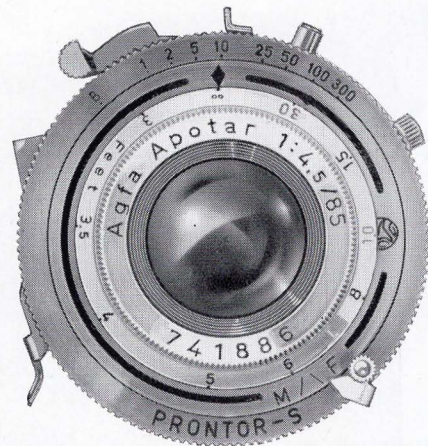
The Speedex Special is Ansco's best 2¼ x 2¼ inch folding camera. With it you can take practically any subject that comes before your lens—from scenics to speedboats, table-tops to character studies.

The lens and shutter are of unusually high quality for a moderately priced camera. The lens is a hard-coated, fully color corrected Agfa f4.5 Apotar Anastigmat. Its focal length (85mm) is slightly greater than the diagonal measurement of the negative, to give pictures having improved perspective and a more pleasing angle of view.

The Prontor shutter offers a choice of eight automatically timed speeds covering the range from one second to 1/300 second, plus Time and Bulb. It is synchronized for all flashlamps and electronic flash tubes at all shutter speeds. The shutter is equipped with a built-in self-timer which delays action approximately 10 seconds so that the photographer may get into the picture when desired.

This camera is built to give lifetime satisfaction. The body is constructed entirely of metal and covered in durable, attractive black grained Robusite. Trimwork is satin-finish chrome. Other features include: eye-level optical type subject finder; body shutter release button; accessory clip for flash unit; self-erecting front.

*The fast, fully corrected anastigmat lens and high speed shutter allow wide exposure control and make the Speedex Special an ideal camera for shooting the widest variety of picture subjects. Use the Speedex Special for indoor pictures with all flashlamps and electronic flash tubes, at all shutter speeds.*



COMPARATIVE DATA • SPEEDEX 4.5 SPECIAL

LENS: Agfa f4.5 Apotar Anastigmat, hard-coated and color corrected.

FOCUSING RANGE: Three feet to infinity.

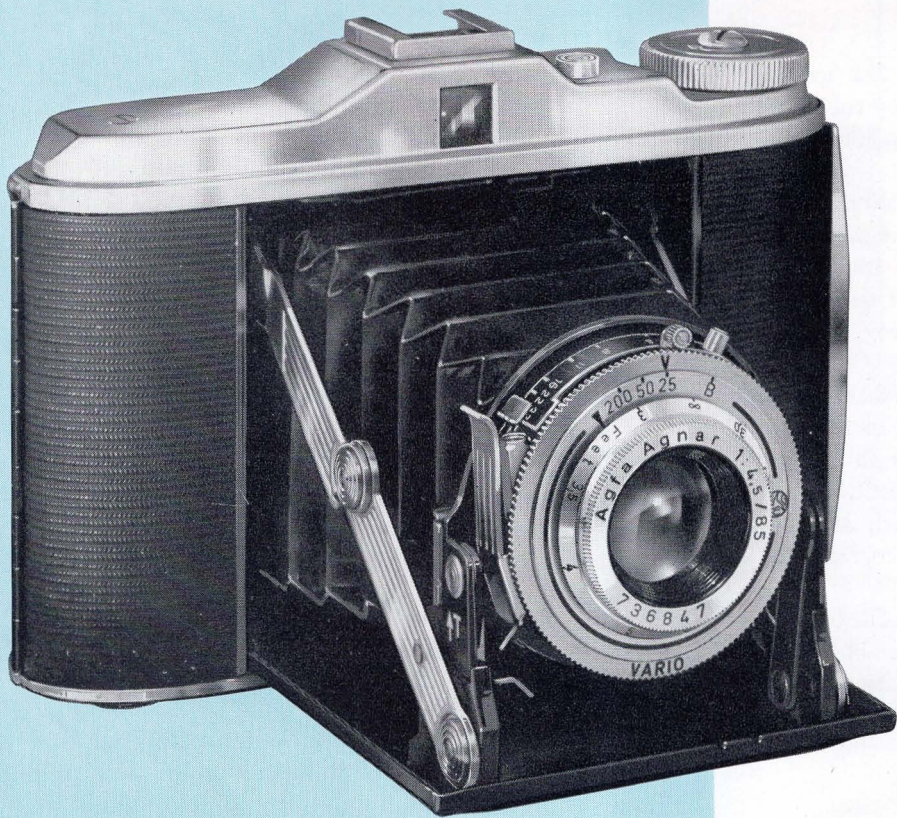
SHUTTER: Prontor, flash synchronized. Eight automatic speeds from one second to 1/300 second, plus T and B. Full-range flash synchronization.

PICTURE SIZE: 2¼ x 2¼ inch on 120 size roll.

SPECIAL FEATURES: Delayed action shutter release, Double-exposure prevention, Depth of field calculator, Swing-out film loading spool.

RETAIL PRICES: Camera \$48.65, Case \$6.95.





THE ANSCO

## **SPEEDEX 4.5**

*Carry the Speedex everywhere—for album-size snapshots in black-and-white or color. Use the Speedex indoors or out, for crisp, clearly defined snapshots by flood, flash or daylight.*





In its smart appearance, rugged construction and convenient operating features, this camera is similar to the Ansco Speedex Special. It has the same high optical grade eye-level subject finder, swing-out film loading spool, rigid, self-erecting front, and smart black grained waterproof Robusite body covering. The principal differences between the two cameras are in their lens and shutter equipment.

The Ansco Speedex lens is a color corrected Agfa f4.5 Agnar Anastigmat, hard-coated to give greater light transmission and minimize inter-element reflection and flare. This assures you of improved sharpness in your black-and-white pictures—greater color saturation in your color negatives and color transparencies.

The durable and accurate Vario set-and-release type shutter is flash-synchronized and has a top speed of 1/200 second. This is amply fast for photographing most types of action, especially objects moving directly toward the camera or approaching from angles up to about 45 degrees.

This camera is easy to buy and easy to use. It is attractive and well made. With it you can take pleasing pictures of practically all indoor and outdoor subjects.

*Hinged back and swing-out spool make for easier, quicker film loading and unloading. The Speedex is carefully made of sturdy materials and can be depended upon to give many years of satisfactory service.*



---

COMPARATIVE DATA • SPEEDEX 4.5

---

LENS: Agfa f4.5 Agnar Anastigmat, hard-coated and color corrected.

FOCUSING RANGE: Three feet to infinity.

SHUTTER: Vario. Automatic speeds of 1/25, 1/50 and 1/200 second, plus T and B. Flash synchronized.

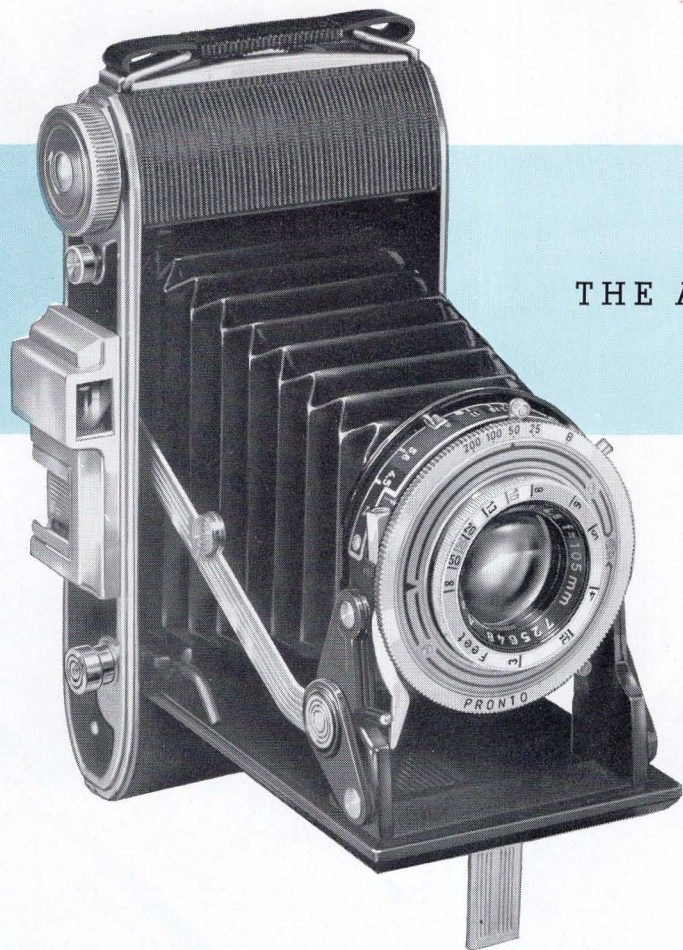
PICTURE SIZE: 2¼ x 2¼ inch on 120 size roll.

SPECIAL FEATURES: Swing-out film loading spool, Sturdy self-erecting front, Flashgun accessory clip.

RETAIL PRICES: Camera \$36.50, Case \$6.95.

---





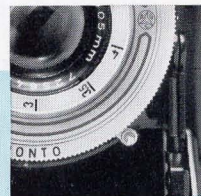
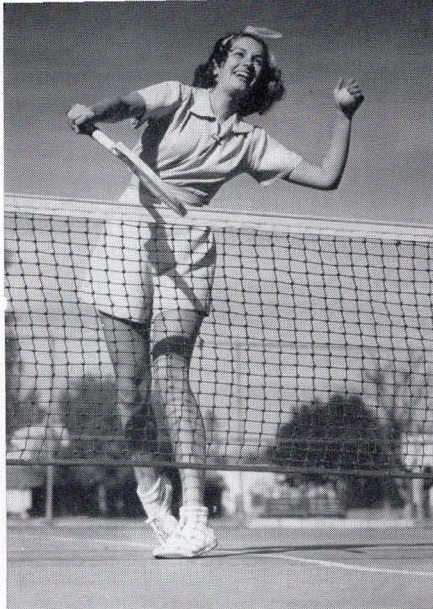
## THE ANSCO *VIKING 4.5*

The Anso f4.5 Viking is a highly versatile camera for picture-making indoors or out, day or night, by flood, flash or outdoor lighting. Although moderate in price, it offers many advanced features which make it an ideal selection for both black-and-white and color work.

The lens on this camera is the popular, sharp cutting Agfa f4.5 Agnar Anastigmat. It is hard-coated and carefully ground and polished to exacting standards of color reproduction and resolving power.

The Pronto Shutter is flash synchronized and provides a





*The built-in self-timer can be used to delay shutter action for about 10 seconds—long enough for the photographer to press the release and still get into the picture.*

choice of four automatically timed speeds (1/25, 1/50, 1/100 and 1/200 second) plus Bulb. A built-in self-timer can be used to delay shutter action approximately 10 seconds so that the photographer himself will have time to get into the picture when desired.

The Viking has a durable all metal body, covered in water-proof black grained Robusite. All brightwork is finished in satin chrome. The weekend picture maker as well as the serious enthusiast will find the Ansco f4.5 Viking a wise purchase and an excellent value.

COMPARATIVE DATA • VIKING 4.5

LENS: Agfa f4.5 Agnar, hard-coated and color corrected.

FOCUSING RANGE: Three feet to infinity.

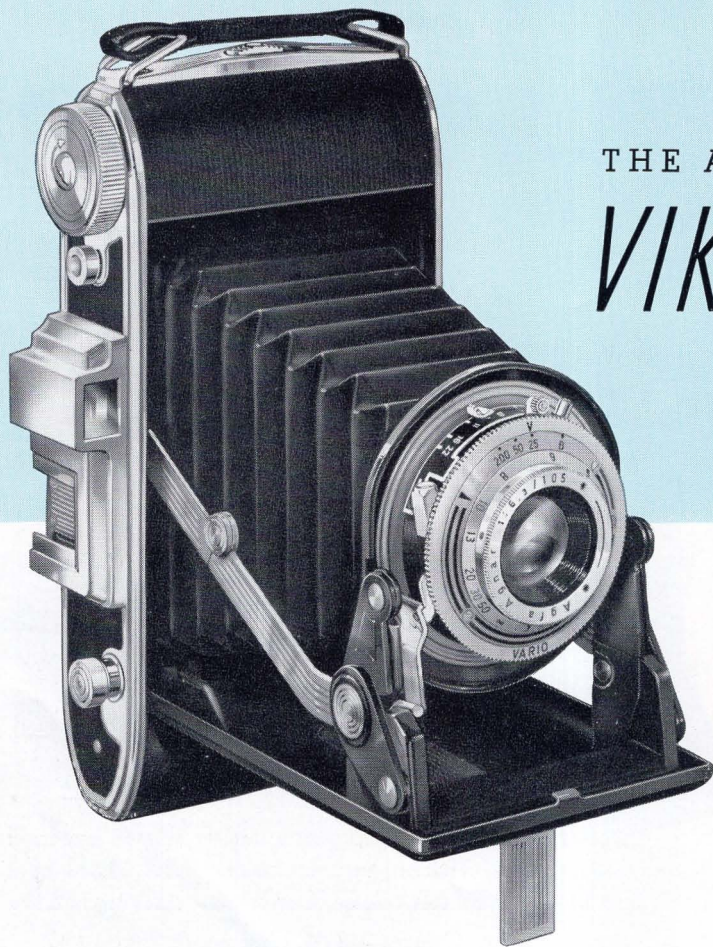
SHUTTER: Pronto. Automatic speeds from 1/25 to 1/200 second, plus B. Synchronized for flash.

PICTURE SIZE: 2 $\frac{1}{4}$  x 3 $\frac{1}{4}$  inch on 120 size roll.

SPECIAL FEATURES: Delayed action shutter release, Eye-level optical subject finder, Swing-out film loading spool, Flashgun accessory clip, Body shutter release, Convenient carrying handle.

RETAIL PRICES: Camera \$48.65, Case \$6.95.





THE ANSCO  
*VIKING*  
*6.3*



This camera is an unusual value for, though economically priced, it has much of the versatility of a more expensive instrument. In all features except lens and shutter this camera is practically identical to the AnSCO f4.5 Viking. It has the same durable all-metal construction; the same attractive Robusite body covering and satin chrome trimwork; the same rigid self-erecting front, swing-out film loading spool, and brilliant eye-level optical subject finder.

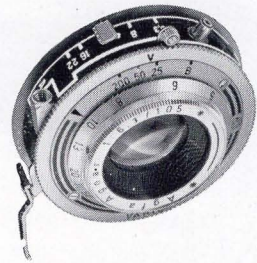




This camera is equipped with the highly color corrected 105mm Agfa f6.3 Agnar Anastigmat lens, coated to give sharper images and improved color rendition.

The shutter is the reliable, flash-synchronized Vario with automatically timed speeds of 1/25, 1/50 and 1/200 second, plus Bulb.

This moderately priced camera offers simplicity of operation, light weight, easy portability and versatile performance. With it you can make technically excellent black-and-white and color pictures of a wide range of subject matter from close-ups of flowers and vacation snapshots to indoor flash pictures of parties and family events.



*The Viking shutter is flash synchronized. The lens is corrected to give sparkling color pictures.*

COMPARATIVE DATA • VIKING 6.3

**LENS:** Agfa f6.3 Agnar Anastigmat, hard-coated and color corrected.

**FOCUSING RANGE:** Three feet to infinity.

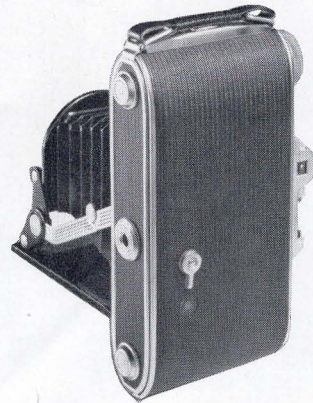
**SHUTTER:** Vario. Automatic speeds of 1/25, 1/50 and 1/200 second, plus B. Flash synchronized.

**PICTURE SIZE:** 2¼ x 3¼ inch on 120 size roll.

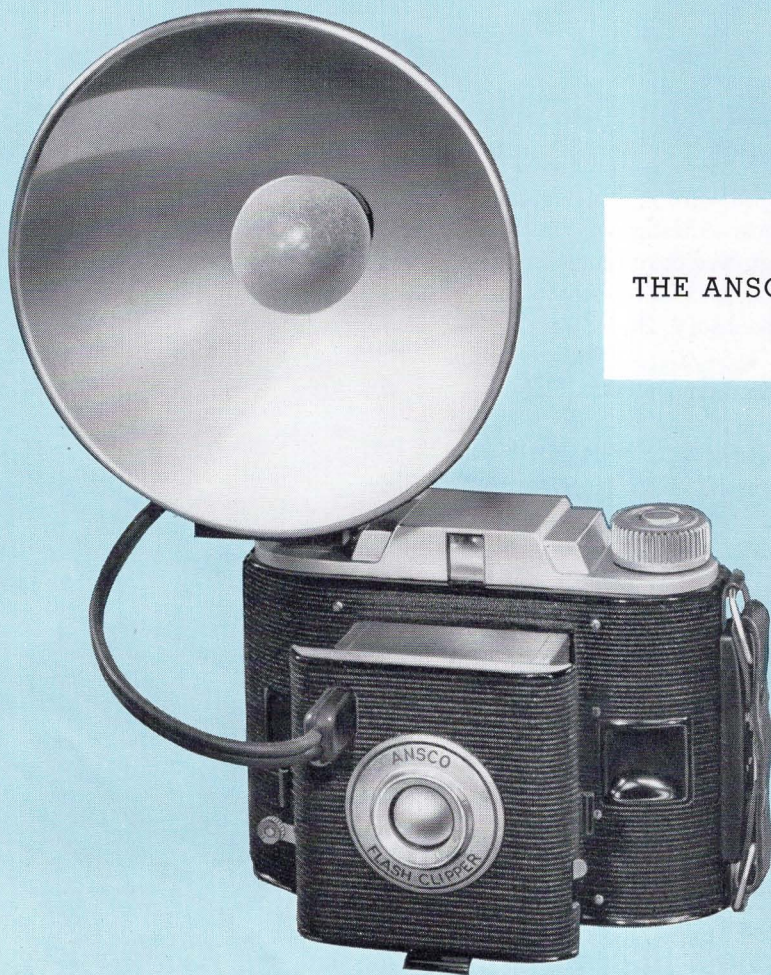
**SPECIAL FEATURES:** Flashgun accessory clip, Body shutter release, Optical eye-level subject finder, Convenient carrying handle, Rigid, self-erecting front.

**RETAIL PRICES:** Camera \$34.95, Case \$6.95.

*Viking body is made of metal and covered in rich black grained waterproof Robusite. Film window has hinged light cover to protect film against fogging. Tripod socket is built into the camera base plate. The new Ansco Viking makes black-and-white negatives, color negatives and color transparencies on popular, easily obtainable 120 roll film. This camera is an extraordinary value.*



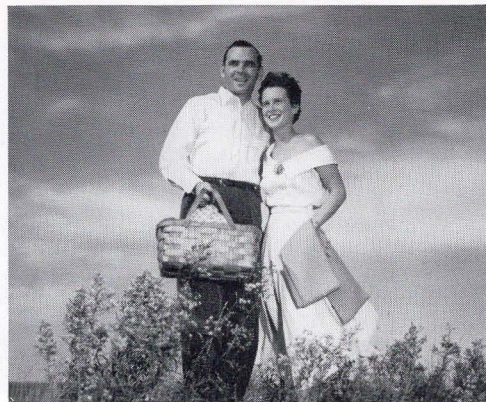




THE ANSCO

## FLASH CLIPPER

*Flash Clipper's built-in filter helps you get better and more realistic pictures by capturing clouds and sky tones. Compare the filtered picture below with the one made without a filter shown on the opposite page.*





This is Ansco's lowest priced folding camera, yet it offers more desirable operating features than many cameras that cost much more. The Flash Clipper is sturdy, but light in weight. It is big enough to take album size prints, yet small enough to fit compactly in coat pocket or handbag.

An unusual feature of this camera is its special double-element f11 lens, corrected to overcome distortion. It is factory focused to give clear pictures of subjects as close as five or six feet from the camera, but the camera may be used as close as 3½ feet from the subject if an inexpensive portrait

attachment is used over the regular camera lens.

Another feature of the Flash Clipper, unusual in low-priced folding cameras, is a built-in yellow filter. This can be used to eliminate unattractive blank white skies—to record clouds and sky tones in your outdoor snapshots.

An accessory flash attachment, available at small cost, converts the Flash Clipper to indoor picture-taking.

There's nothing to set, nothing to focus, on the Ansco Flash Clipper. It's the ideal family historian—a faithful, accurate and easy-to-use record keeper for young and old alike.



---

COMPARATIVE DATA • FLASH CLIPPER

---

LENS: Prefocused f11 double lens.

PICTURE RANGE: Five feet to infinity.

SHUTTER: Automatic. Instantaneous snapshot speed. Flash synchronized.

PICTURE SIZE: 2½ x 2½ in. on 616 size roll.

RETAIL PRICES: Camera \$14.45, Case \$3.25, Anscoflash Type II \$3.45.

---

*Among the Flash Clipper's unique features is its all-metal bellows construction.*







## THE ANSCO PIONEER

The Anso Pioneer is one of the most popular low-cost flash cameras ever made. It is modern in styling, sturdy in construction and reliable in operation. Many thousands of Pioneers are in use and many millions of pictures have been made with them.

You'll find the Pioneer an ideal camera for "round-the-clock" picture taking. Its factory-set lens and shutter eliminate all need for exposure and focusing adjustments. You simply trip the shutter to make the exposure. With the Pioneer in your hands you can forget the mechanical details of camera operation—give your full attention to the subjects you want to photograph.

The Pioneer camera body is made from heavy-gauge metal, finished in an attractive black pebbled grain. The lens turret and shutter housing assembly is moulded of glistening black plastic material.

### COMPARATIVE DATA • ANSCO PIONEER

LENS: Prefocused f13 single lens.

PICTURE RANGE: Eight feet to infinity.

SHUTTER: Automatic. Instantaneous snapshot speed. Flash synchronized.

PICTURE SIZE: 2½ x 4¼ inch on 616 size roll.

RETAIL PRICES: Camera \$9.60, Anscoflash Type I \$2.75.



## Camera check chart. Subjects for which each camera is suited

	Karomat	Reflex	Speedex 4.5 Sp.	Speedex 4.5	Viking 4.5	Viking 6.3	Flash Clipper	Pioneer
<i>OUTDOOR</i>								
Scenes	x	x	x	x	x	x	x	x
People	x	x	x	x	x	x	x	x
Average Action	x	x	x	x	x	x	x	x
Sports and Fast Action	x	x	x	x	x	x		
Color (Negatives)		x	x	x	x	x	x	
Color (Transparencies)	x	x	x	x	x	x		
<i>INDOOR</i>								
Informal snaps of people by flood and flashlamps	x	x	x	x	x	x	x	x
Formal portraits by flood and flashlamps	x	x	x	x	x	x		
Action, sports events, etc.	x	x	x	x	x	x		
Stage shows, night clubs	x	x						
Table top and still life	x	x	x	x	x	x		
Color (Negatives)		x	x	x	x	x	x	
Color (Transparencies)	x	x	x	x	x	x		



### For Best Results . . . USE ANSCO FILMS

Ansco makes three roll films for black-and-white photography. You can depend upon them for they are sold with a written guarantee:

"Pictures that satisfy or a new roll free"

**PLENACHROME**—the "All-Weather" Film, for outdoor pictures in sunshine or shade, even when it's cloudy or raining.

**SUPREME**—the all-purpose film, for fine-grain, easy to enlarge negatives of the widest variety of indoor and outdoor subjects.

**SUPERPAN PRESS**—the high-speed film, for pictures under extremely unfavorable lighting conditions, or stop-action pictures at high shutter speeds.

### And for beautiful color transparencies . . .

#### ANSCO COLOR FILM

Use Ansco Color Film in any camera with an f6.3 or faster lens. Get breathtakingly lifelike transparencies which capture the true-color beauty of every subject, as your eyes see it.







## *AnSCO* **FILTERS**

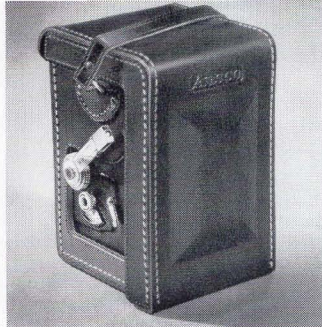
AND PORTRAIT  
ATTACHMENTS

ANSCO LENS FILTERS for color photography are specially made for use with AnSCO Color Film. They are high quality optical glass flats, fitted in spun aluminum mounts. These filters are supplied in sizes 5, 6, 7, and 8, to fit standard, readily-available lens attachments.

ANSCO YELLOW FILTERS for black-and-white photography and ANSCO PORTRAIT ATTACHMENTS for taking close-up pictures are supplied in 24, 27, 29, 30 and 36mm sizes. They are made of optical glass, mounted in metal cells. Use AnSCO filters and portrait attachments to improve your photographs.

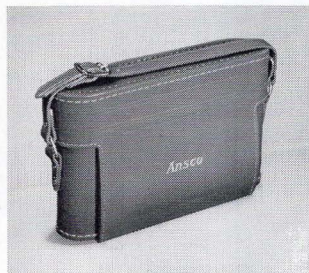
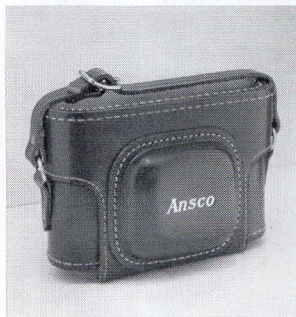


## EVEREADY CASES FOR ANSCO CAMERAS



A fine camera deserves a good case. All Anso camera cases are designed to afford maximum protection and allow for greatest convenience in use. They are constructed of genuine leather or other durable material and each is supplied with a convenient carrying strap.

The Speedex and Viking cases have separate snap-lock compartments to accommodate filters and close-up lenses.



## ACCESSORIES for Anso Cameras

Camera	Carrying Case	Filters	Portrait Attachment for close-up pictures
Karomat	x	Series 6	Not needed on Karomat, Speedex and Viking cameras. These cameras can be focused up to 36 inches from subject.
Speedex f4.5 Special	x	Series 5	
Speedex f4.5	x	Series 5	
Viking f4.5	x	Series 5	
Viking f6.3	x	Series 5	
Automatic Reflex f3.5	x	Series 6*	Series 6*
Pioneer		#30	#30
Flash Clipper	x	Part of camera	#24

\* Available in Reflex Lens Accessory Set





*AnSCO*  
CAMERAS

All prices in this catalogue include Federal Excise Taxes where they apply and are subject to change without notice.

*AnSCO*  
BINGHAMTON, NEW YORK