Argus Seventy Five

The Argus Seventy Five was introduced in 1949 which was manufactured in USA by Argus. The final version was made in 1964 which received a redesign of its graphics, becoming the Argus 75. The Argus Seventy Five is a modified twin-lens type camera with a large viewing screen. In operation, this camera has been simplified to make it the simplest box camera.

The Argus Seventy Five uses size 620 films; there were three different types of 127 films that could be used in this camera. They were: Eastman Verichrome or Ansco Plenachrome Film (for black and white snapshots) Eastman Kodacolor (for daylight color snapshots). The Standard size for a black and white or color print was 6x6cm which may be enlarged if desired.

Argus Seventy Five has a 75mm Lumar "universal Focus" lens. This means the camera does not have to be focused, all subjects 7 ½ feet to infinity will appear in sharp focus. The camera also supports an attachment/ adapter ring size 28.5mm. Shutter is Instantaneous or Time with double – exposure prevention. A red-painted shutter blade is visible in the taking lens after the film has been wound. Finder: Eye-level – optical. Seventy Five can take pictures with flash bulbs with special adjustment. Synchronization is built-in and requires the Argus 76 Flash Unit which plugs into the camera. Neck strap is supplied with camera.

This table shows the selection of filters used for desired effects. Yellow and Green filters show a natural effect whereas red produce dramatic effects with dark skies and help to reduce haze.

Filter	Film	Type of Subject
Light Yellow	Verichrome, Plenachrome, Panatomic X	Average Landscapes or Distant Subjects
Dark Yellow	Verichrome, Plenachrome, Panatomic X	Sea or Snowscapes, Distant Mountain Scenes
Dark Yellow	Plus X, Supreme	Average landscapes or Distant Subjects
Green	Plus X Supreme	Average Landscapes
Red	Super XX Superpan Press	Average Landscapes or Distant Subjects

A standard Argus Seventy Five kit would include a leather protective case, flashbulb holder and a slip on accessory "Portrait" lens.