

## OFFER FOR YOUR PRINTS

Here is your chance to snap up \$10.00 or more for your BEACON snapshots . . . Our advertising department is always on the look-out for good ones. Our Art Director will act as judge and will pay you \$10.00 for each one they select.

Submit as many as you like . . . a contact print and an enlargement of same (4 x 5 or 5 x 7 or 8 x 10) of each you submit.

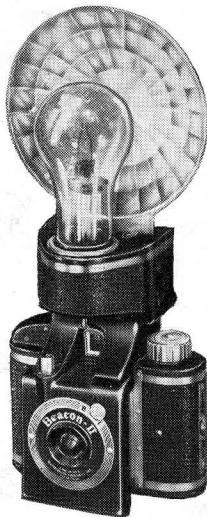
For return of unselected entries enclose stamped, self-addressed envelope. Those we select will be paid for and become our property to be used in advertising.

No Entry Blank to fuss with. Just be sure to write on the back of every print these things:

- 1 — Your name and address.
- 2 — When and where picture was taken.
- 3 — The use of filters and portrait lenses, if any, and the kind of film.
- 4 — Anything interesting about how it was made.

**START SHOOTING.** *Mail entries to:—*  
Picture Editor  
WHITEHOUSE PRODUCTS, INC.  
71 West 23rd St.  
New York 10, N. Y.

## INSTRUCTIONS FOR THE Beacon III CAMERA



**SYNCHRONIZED  
FOR FLASH  
PHOTOGRAPHY**

## Guarantee

This Beacon Camera is unconditionally guaranteed against defective workmanship and material for a period of one year.

For factory service in U. S. A. return camera to address below with this guarantee attached and 50 cents in coin or stamps to cover cost of handling and shipping.

For factory service in Canada return to your dealer with this guarantee attached and 50 cents in coins or stamps to cover cost of handling and shipping.

Should there be any other repairs necessary, not due to factory defects, there will be a charge made and camera will be returned to you C.O.D.

### WHITEHOUSE PRODUCTS

INCORPORATED

360 Furman St., Brooklyn 2, N. Y.

The Beacon camera has been developed for you to obtain clear, sharp pictures—either in the daytime or flash pictures at night—with a minimum of effort.

While the negatives obtained from this camera are  $1\frac{1}{4}$ " x  $1\frac{5}{8}$ ", they may be enlarged to almost any desired print size. Your Photographic Dealer will advise you as to the best size to order. The most popular sizes are  $2\frac{1}{2}$ " x  $3\frac{1}{2}$ " and  $3\frac{1}{4}$ " x  $4\frac{1}{4}$ ".

It should also be noted that the capability of the lens in the Beacon Camera is such that pictures and salon prints as large as 8" x 10" and 11" x 14" can very successfully be made from your better negatives.

Two shutter speeds, "B" for time exposures and "I" Instantaneous (1/50th second) for snap shots may be selected as required. The double element, color corrected, fully coated lens system has an aperture of F-11 and a focal length of 46 mm.

### FILMS TO USE

Verichrome V127 or Plenachrome A8 are both very suitable for general outdoor and indoor pictures and are to be recommended for their ease of use, as well as being assurance against under or over exposure.

When using Panchromatic Type Films be sure to cover your red window as described under the heading "Color Pictures."

Kodacolor can be used in this camera but only in bright sunlight (or with flash bulbs) under the conditions described under the heading "Color Pictures."

## LOADING

Your Beacon camera may be loaded in daylight. However, this operation should be performed in subdued light or shadow—never in direct sunlight.

Open the back of the camera by sliding the knob (No. 5, Fig. 1) on the right-hand edge toward "open," and pull gently.

See that the empty spool is in position in the winding knob end of the camera (see Fig. 2) with the slotted end of the spool centered on the winding shaft. To do this hold the spool over the open camera with the slotted end pointing down to the cup under the winding knob, insert the slotted spool end into the cup rotating it slightly until the slot engages the key and then drop the other end of the spool into the cavity.

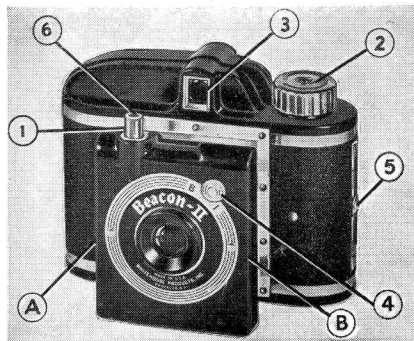


FIG. 1

1. Shutter Release
2. Film Winding Knob
3. View Finder
4. Bulb and Snapshot Button
5. Back Release Catch
6. Cable Release Socket

Place a fresh roll of film in the empty space provided for it on the opposite side of the camera. Break the seal around the paper, so that the loose end of the paper points toward the inside of the camera, and then draw the paper across the rectangular opening. Be sure the black side of the paper faces down to the lens. Now thread the narrow end of the paper through the wide slot in the empty spool

and take one full turn of the winding knob. Close the camera back securely making sure the lock snaps. Wind the film until the figure "1" appears in window A, Fig. 3. An indicating hand and a series of dots will appear before the "1," and this is a warning not to wind too fast.

The camera is now ready for the first exposure. Immediately after making the first exposure, as described below, turn the winding knob slowly until the figure "1" appears in Window "B," Fig. 3. Then make the second exposure. After this pic-

ture is taken, turn the knob until the figure "2" appears in Window "A." You may then take another picture. Then turn the winding knob until figure "2" appears

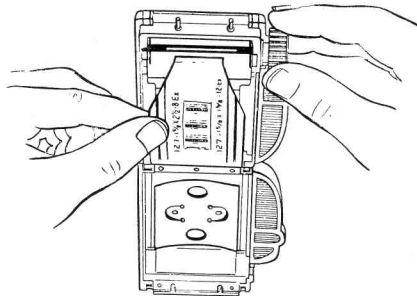
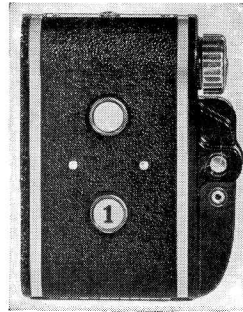


FIG. 2



- ← Top Window B
- ← Flash Attachment Socket
- ← A
- ← Lower Window

FIG. 3

in Window "B." Thus you take 2 pictures for each number printed on the film, and when number "8" appears in Window "B" you have taken 16 pictures. When all the pictures have been taken, keep turning the knob until the red paper is all wound on the spool and no longer appears in either window.

## TO REMOVE FILM

Open back of camera (in subdued light). Make sure all paper is wound on the spool. Remove roll of film from camera by holding the spool ends with thumb and forefinger and lifting up the spool end farthest away from the winding knob, taking care not to let the film unroll. Now seal the roll with the piece of gummed paper attached loosely to the roll. DO NOT leave exposed roll laying in bright light for any great length of time.

## TAKING SNAPSHOTS

Before taking a snapshot, be sure that the button (No. 4, Fig. 1) is moved over the letter "I" on the faceplate as far as it will go.

Grasp the camera firmly in the left hand and with the thumb and forefinger of the right hand, grasp the front cover at points A and B, Fig. 1, and pull the lens extension box out until it snaps into taking position. (*Note: It is impossible to take pictures until this is done, since a safety device has been built into the*

*shutter release mechanism to prevent accidental exposures when the lens is not in its picture-taking position).*

Hold the camera firmly up to the right eye, as shown in Fig. 4, with the right forefinger on the shutter release button (No. 1, Fig. 1). When the picture is composed and framed in the view finder, squeeze down slowly all the way on the shutter release until it clicks. To avoid moving the camera while the exposure is

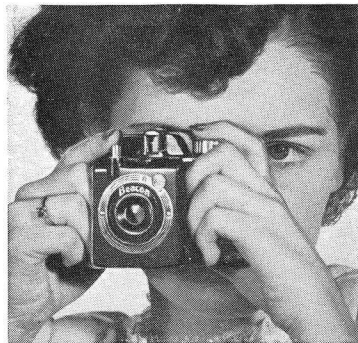


FIG. 4

being made, hold it firmly, bracing the camera against the face and using a slow steady pressure on the shutter release rather than a quick, jerky motion.

Hold your breath while pressing the shutter release.

To collapse the camera when picture-taking is finished, simply grasp the front cover in the same manner as before and push back firmly. When opening or closing the front of the camera, do not touch the lens with the fingers.

### **FOCUSING**

The Beacon Camera is a universal focus camera which takes sharp pictures at all distances between 5 feet and infinity.

*CAUTION*—Do not take pictures of subjects closer than 5 feet unless you use a Portrait Attachment.

See Page 16 for information on Flash Kodacolor Pictures.

### **COLOR PICTURES**

Color pictures may be taken using 127 Kodacolor Film in bright open sunlight only. Shade should be avoided and the sun should be behind the camera falling on the subject. When Kodacolor is used

in this camera it is necessary to keep the red windows on the back of the camera covered with a piece of dark colored sticky tape. This tape should be lifted, in subdued light, to read the film numbers only when the film is being advanced.

### **CABLE RELEASE**

Time or snap exposures with the Beacon Camera are more easily made with the aid of a Cable Release. It can be attached to your camera by screwing it into the top of the shutter release (See No. 6 Fig. 1). Your dealer has a Cable Release made especially for the Beacon Camera.

### **PORTRAIT ATTACHMENT**

Since the Beacon Camera has a universal focus between 5 feet and infinity close-up shots closer than 5 feet should be made with the aid of a Portrait Attachment.

Very satisfactory pictures of head and shoulder portraits and close-ups of flowers and similar subjects can be obtained by the use of a one Diopter Portrait Attachment which can be obtained at your photographic dealer.

The attachment snaps over the camera lens and *the subject must then be 3 feet or closer to the camera.*

When Special Portrait Attachments are used consider the Camera Lens Setting without the attachment as 10 feet and the focal length as 50 mm.

### FILTERS

Certain filters can be used with very satisfactory results with the Beacon Camera. Two such filters, namely Light Yellow and Light Green, are available at your Photographic Dealer to fit the Beacon Camera.

The action of a filter is to stop light of certain colors. That is, rays of some colors are allowed to pass freely while others are partially or wholly absorbed.

Thus, a Yellow Filter absorbs some of the blue light and a Green Filter absorbs some of the Blue and Red Light.

Snapshots with a Beacon Camera and Filter should only be taken on bright days. However, Filters can be used with less light when time exposures are taken but more exposure should be given when a filter is used than when it is not used.

The following table will furnish some guide in filter use:

<b>SUBJECT</b>	<b>EFFECT</b>	<b>SUGGESTED FILTER</b>
Clouds and Blue Sky	Natural Darkened	} Light } Yellow
Distant Landscape	Natural Reduce Haze	} Light } Yellow
Close-Up of Foliage	Light To Show Detail	} Light } Green
Snow or Sand	To Show Texture And Detail	} Light } Yellow

### SUNSHADE

A sunshade enhances the clarity of the picture by eliminating unwanted light particularly when shooting into the sun. A combination sunshade with filter and portrait lens holder is especially recommended. Such a kit especially designed for the Beacon is available at your dealers.

### PHOTOFLASH PICTURES

With the aid of a Beacon Flash Unit, 2 fresh pen light size batteries and small or medium size flash bulbs, you can take pictures any time—day or night—indoors or outdoors. The unit is attached to your camera in a few seconds and the flash bulb is set off automatically with the shutter operation, thus insuring perfect synchronization.

To make the flash unit ready for operation, open the back cover by pulling Tab A (Fig. 5) and insert the two pen light batteries as shown on the diagram inside the back cover.

**IMPORTANT**—Always make sure that the batteries are fresh. These batteries will last about 100 exposures but they will become weak and useless with age. Old and weak batteries should never be left in the unit.

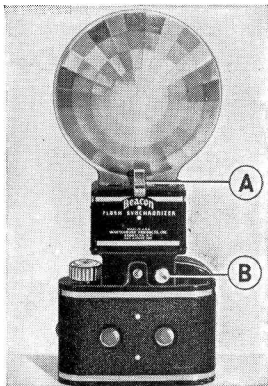


FIG. 5

**TEST LIGHT**—A test light is included with the flash unit to test the batteries and the operation of the syncro-shutter.

Place the unit on the camera as described below, insert the test light in the bulb socket and operate the shutter release button a few times, making sure that the lamp lights brightly each time.

If there is film in the camera, cover the lens to prevent accidental spoilage of a picture while testing.

### ATTACHING THE FLASH UNIT

Load the camera with film selected from the Exposure Tables.

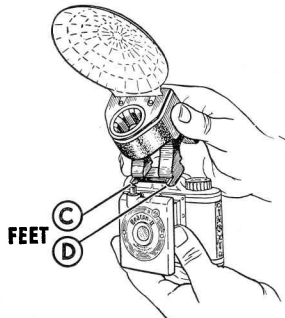


FIG. 6



Attach the flash unit to your Beacon Camera by following these simple rules and referring to Figs. 5 and 6.

1. Pull out the front of your Camera as described on Pages 6 and 7.
2. Place unit over the top of the Camera with the Reflector facing toward the front of the Camera and insert Feet C & D (Fig. 6) under the front cover of the Camera. Now lower the unit on to the top of the Camera as shown in Fig. 5 and push in and tighten Screw B.

### TAKING FLASH PICTURES

Set the Button 4 (Fig. 1) on the camera to the letter I. Select a *suitable flash lamp according to the Exposure Tables* and insert it in the bulb socket. The selection of the bulb depends upon the film used and the bulb to subject distance.

*NOTE*—The use of miniature lamps requires an adapter which can be obtained at your photographic dealer. This adapter should be approximately 2 inches long to properly center the bulb in the reflector.

Locate the subject in the view finder and press the shutter release button. This will flash the lamp and open the shutter.

Remove the used lamp by pressing ejector button E (Fig. 7).

*NOTE*—When taking flash pictures be sure the camera and reflector are not pointed squarely toward any mirrors or pictures. Persons wearing eyeglasses should turn their heads slightly sidewise. Otherwise, strong reflections will appear in your pictures.

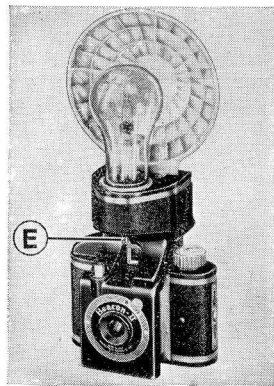


FIG. 7

## EXPOSURES WITH FLASH LAMPS

Film	Lamp to subject distance				
	Synco- Press	Synco- Press	Super- flash	Super- flash	Super- flash
	5	11	0	25	40
Veri- chrome	5 ft.	6 ft.	5 ft.	6 ft.	6 ft.
or Plena- chrome	to 9 ft.	to 12 ft.	to 9 ft.	to 14 ft.	to 15 ft.
Plus X or Super	5 ft. to	12 ft. to	10 ft. to	15 ft. to	15 ft. to
Plena- chrome	12 ft.	18 ft.	16 ft.	21 ft.	21 ft.

*NOTE*—The above distances are for interiors with light colored walls and ceilings. For outdoor pictures at night, keep subjects nearer.

*CAUTION*—Under certain conditions flash lamps may crack or shatter when flashed. Do not flash lamps in an explosive atmosphere without safety equipment.

## FLASH KODACOLOR PICTURES

For indoor Kodacolor pictures use a No. 5B or No. 25B Lamp with the exposure button set at I. The subject should not be more than 5 feet from the camera.

Blue bulbs should be used. If white bulbs are used a blue filter is recommended.

## PHOTO FLOOD PICTURES

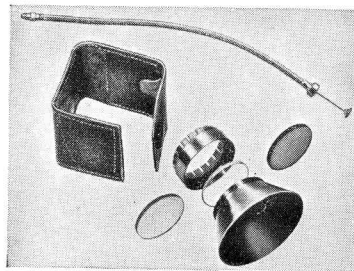
Indoor pictures can readily be made by the use of one or more photo flood bulbs. Instructions for their use are furnished with the bulbs.

### FOR BEST RESULTS, FOLLOW THESE SIMPLE RULES:

1. Do not load or unload the camera in direct sunlight or strong artificial light.
2. Attach paper leader of new film to empty spool firmly and evenly. Fasten back of camera securely.
3. Keep the lens and inside of camera clean and free from dust. To clean lens, use soft linen or cotton cloth.
4. Wind film immediately after taking each picture.
5. Do not let sun shine on lens.
6. Hold camera level and press the shutter release without moving the camera. the slightest movement may cause a blur.
7. Don't try to get too much in one picture. Take time to compose the subject in the finder, and select your backgrounds carefully.

8. Make your pictures interesting. They should tell a story at a glance. Give your subject, if a person, something to do or to look at.
9. Check the background beyond your subject. Eliminate uninteresting things and do not get a tree or a post above the subject's head.
10. Wherever you go, take your camera along. Remember that there are wonderful pictures to be had at all times around the home. The snapshot of today is the treasure of tomorrow.
11. Do not hold camera in hand for time exposure. Place it on solid support.
12. Use color film only in bright sunlight, with the sun over the shoulder.

## ACCESSORIES FOR BEACON II



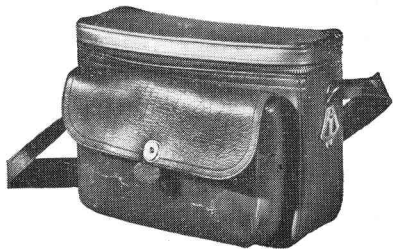
The kit here illustrated will give your camera wider scope for photography under all light conditions. The Filter Kit consists of:—

1 Yellow Filter	}	<b>\$4.95</b>
1 Green Filter		
1 Portrait Attachment		
1 Sun Shade		
1 Filter Mount		
1 Leather Pouch		

**Cable Release** 8 inch Armor Clad **\$1.00**

AT YOUR DEALER

## GADGET BAG FOR BEACON II

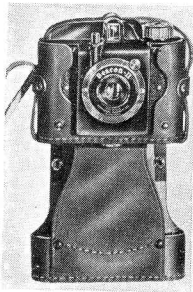


This roomy gadget bag is made of durable simulated leather that will withstand wear under adverse handling. It is Suede lined, and has a Talon Zipper. It will carry the camera, flash unit, eveready case, film, bulbs, accessories and room to spare for other photographic gadgets.

**\$7.50**

AT YOUR DEALER

## EVER-READY CARRYING CASE



Especially designed for use with the Beacon Camera.

It is handsomely made of reinforced, simulated leather, with metal hinge and solid leather shoulder strap, to insure long life. A tripod screw attached to the case

screws into the bottom of the camera, thus insuring complete protection for your camera.

The shoulder strap and carrying case enable you to carry your camera around the neck, with the camera in ready position at all times.

Inquire at the dealer where you bought this camera. If he doesn't have it, write to us.

*Price of case, complete with solid leather shoulder strap and screw* **\$2.50**