

# **DIRECTIONS**

**FOR OPERATING THE**

## **“MANDEL-ETTE”**

Keep this book handy  
so that you can refer  
to it frequently. When  
in trouble consult it.

The “Mandel-ette” is Manufactured  
only by

**The Chicago Ferrottype Co.**  
**Ferrottype Bldg.**

**CHICAGO**

**ILLINOIS**

# Introduction

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The "Mandel-ette" is unlike any camera in the world.

It is very important, therefore, no matter how much experience you have had with other cameras, that you read the directions carefully before attempting to make pictures.

We have taken great pains to make these instructions as simple as possible. We have done away with professional photographers' terms. It requires no knowledge of photography to make pictures with the "Mandel-ette". Read these instructions two or three times, and you will have no trouble in getting excellent results.

If these instructions are not plain enough and you are not making good pictures, please write us, enclosing samples of pictures which you have made, either good or bad, and we will be glad to help you and advise you how to get better results.

We want you to make it a point to refer to these instructions if at any time you are not getting the best results.

But, if you cannot get results, consult us only, because we are the manufacturers of the "Mandel-ette" Cameras and all supplies for them, understand our products thoroughly, and are in a better position than anyone else to help you out of any difficulty which may arise.

# Directions for Operating the "Mandel-ette"

## UNPACKING THE CAMERA

At the back of the camera you will find a cloth sleeve, firmly attached to the box of the camera and tucked inside the box. If you will gently loosen the folds of this sleeve and pull one end of it out straight (without, of course, detaching the other end from the box) you will be able to insert your hand in the camera.

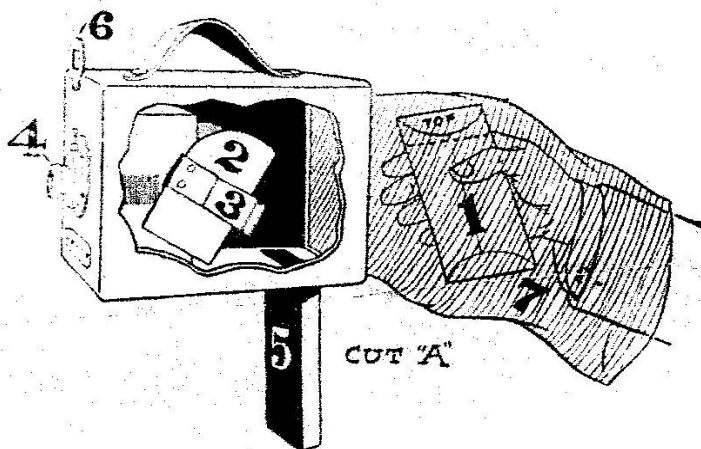
Inside the camera you will find we have packed the developing cup; take this out through the open end of the sleeve.

This developing tank or cup is to be attached to the bottom of the camera as shown on the diagram. If you will glance at the bottom of the camera you will see a piece of metal fastened there, the sides of which are bent to form a groove. This groove is for the purpose of inserting the developer cup.

## CHAIN AND HOOK

On the top of the developer cup you will find a small chain with a hook at the end. Insert this hook through the tiny hole in the center of the back of the metal on bottom of camera. (NOTE—Sometime in enameling the metal, this little hole is filled, but you can easily open it with a pin.) The object of this chain and hook is to prevent the developer cup being accidentally pulled out of the groove.

After setting up the camera you are ready to load it with cards.



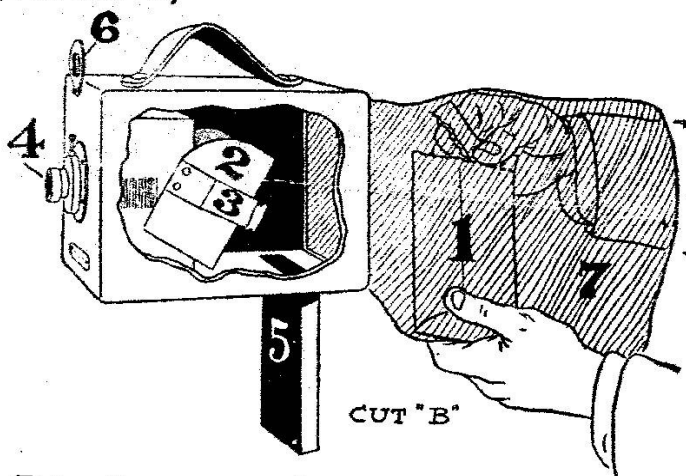
Study carefully the diagram on this page—familiarize yourself with the different parts of the camera so that when these parts are referred to you will know exactly what is meant.

1. Package of Post Cards.
2. Magazine Card-Holder.
3. Ears or Clamps.
4. Lens and Shutter.
5. Developer Tank or Cup.
6. View Finder.
7. Armlet or Sleeve.

### INSTRUCTIONS FOR LOADING 16 POST-CARDS INTO THE MAGAZINE OF THE CAMERA

Prepare the magazine of the camera for receiving the post-cards, by inserting your hand in the camera through the sleeve (7). Open the magazine card holder (2) with your right hand, by pressing the two ears (3) together and pulling them towards you. The magazine is now ready for the insertion of the cards. To do this, first remove your hand from camera, take the package of post-cards (1) in your right hand (right side up), and insert it about half way into the sleeve (7). (See Cut A.)

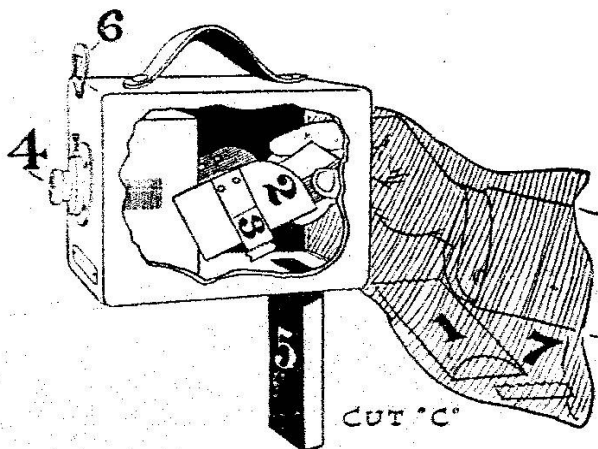
Take hold of the package firmly with your left hand, from the outside of the sleeve. Tear off the top of this envelope with your right hand (See Cut B.)



Take the post-cards out of this package with your right hand and place the cards into the magazine card holder (2). Be sure that the sensitized side of the post-cards (marked on outside of the package) faces the lens. (Note Cut C.) NOTE—This is very important. If you have inserted the cards right side up into the sleeve and have held the envelope with the front facing the front of the camera all the time during this operation, the sensitized side will be facing the lens when you take the cards out of the envelope. If they are put in card holder with the back of the card facing the lens, you will get no picture—the cards will come out of developer all black or blank, and with no sign of a picture on it. The first card, if you have placed the cards in holder correctly, will be a piece of heavy brown cardboard. Remove this and throw it away.

Now, push the magazine card holder (2) forward as far as it will go. (See Cut D.)

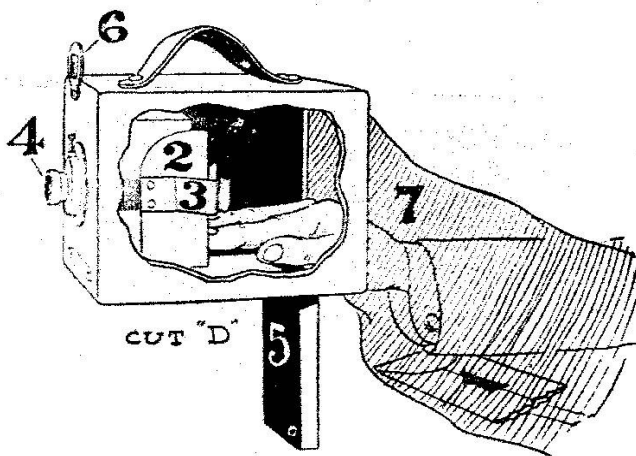
The post-cards are now loaded and ready for exposure. You may throw the envelope away, as you will have no further use for it.



You are now ready to fill the developer cup.

Before pouring the developer out of the can into the cup, shake the can well.

Pour the liquid developer into the cup until it is about three-quarters full, a little more will not matter. NOTE—You must at all times have enough to entirely cover the card when it is placed in the cup—otherwise the part not covered with developer will be blemished, or imperfectly finished.



## LOCATING YOUR SUBJECT

Locate your subject through the finder (6). Be sure that you locate your subject in the center of the finder, otherwise the subject will not appear properly centered on the finished picture.

## WHAT WE MEAN BY EXPOSURE

To those who are not familiar with photography a few words on this subject may be appreciated.

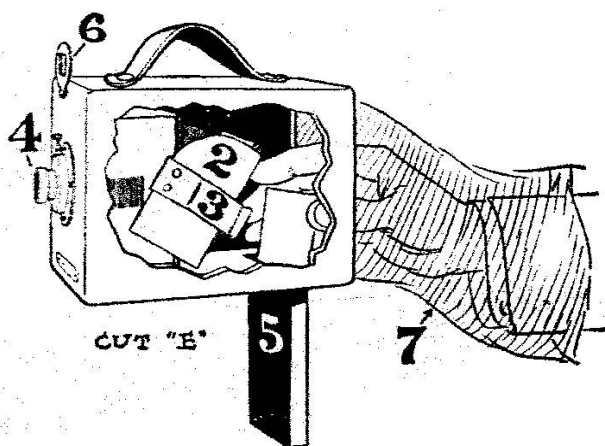
Up until the time pictures are taken the post cards (which are coated upon one side with a sensitive substance) should never have seen the light. They are manufactured in a room in which daylight never enters, they are packed carefully in black paper so as to keep out all light and if you have been careful in loading to keep them well covered by the black cloth sleeve until you placed them in the magazine card holder, they are still strangers to the light.

If, however, you have not been careful, or have opened them up outside of the camera they have been spoiled and it is of no use to go further, for all of your pictures will be yellow or streaked with yellow.

We will presume, however, that you have followed all directions carefully.

Now, the next step is to press the button. When you press this button you open the shutter (4) and daylight comes through the lens (4) and strikes the cards. This makes the picture. This is called exposing the card. If you press the button too long you allow the card to be exposed to the light more than is necessary and this is called "Over-Exposure." If you don't press it long enough you do not allow the card to be exposed to the light long enough and this is called "Under-Exposure."

Remember—light must never reach the sensitive post-cards in any other manner than through the lens.



## HOW TO MAKE THE EXPOSURE

Press the button gently—do not jar the camera while so doing.

See another page for "Exposure Directions."

## DEVELOPING

After you have made the proper exposure open the magazine card holder (2), and remove from the magazine holder the front card (the card nearest the lens), and place the card in the developing cup (5). (See Cut E.)

It is advisable not to put more than 2 or 3 cards in the developing cup at a time.

One full minute (60 seconds) is required for developing the pictures, but at no time is there danger of pictures becoming over-developed. To remove the pictures from the developing cup, draw out the cup (5) and raise the pictures from the solution by means of the dipper or lifter which is in the cup. Rinse the pictures well, in clear, cold water after taking them from the developer.

## EXPOSURE INSTRUCTIONS

Place your camera where the brightest light shines on the face or front of the person or subject being photographed.



Stand with your back towards the place where the sun is. The brightest light of the sun, even though it is behind a cloud, will then fall upon the subject you are photographing. If this position is reversed the result will be that the faces of the persons whom you are photographing will appear very dark. The reason for this is that the strongest light is not shining on their faces.

When subjects are standing directly in the sunshine, press the button quickly, as only a short exposure will be necessary.

In the shade or on a cloudy day an exposure of about one or two seconds will be sufficient.

In the deeper shade or on a dark cloudy day, press the button about two or three seconds, or longer if pictures are not light enough.

The "Mandel-ette" is intended primarily for outdoor picture-taking, although fairly good results can be obtained indoors in the daytime if the light is strong and exposures are long enough. Be sure to let the strongest light fall upon the face of your subject and do not point the camera towards the window or door through which the daylight enters.

The longer you press the button the lighter the picture will become.

If the picture is too light you pressed the button too long.

If the picture is too dark you did not press the button long enough.

Pictures that are too light show over exposure and too dark under exposure.

It is not advisable to take pictures before three hours after sunrise or after three hours before sunset. The light at this time, though it may appear bright, is not strong enough for photography. The exposure required is too long.

Do not guess at the length of a second in making exposures but learn to count seconds by practicing with a watch and saying "one little second, two little seconds, etc." The length of time that the average person takes to say "one little second" is about one second.

After you have learned to time your exposures correctly you will have no difficulty in getting good pictures.

While pressing the button see that the camera stands perfectly still as the slightest movement or vibration will blur the picture.

The closer your subject is to the camera the larger it will appear upon the picture. The further away from the camera the smaller. Do not attempt to take pictures at a closer range than four feet from the camera. In making photographs of groups you will have to place them farther away from the camera.

### IMPORTANT POINTS TO REMEMBER

Always keep the developing cup closed until the post-cards are fully developed, otherwise the post-cards will become "light-struck."

Developing requires sixty seconds.

Allow the post-cards to remain in the developing solution a little longer on a cool day, because the action of the developer is slower on cool days than on warm days.

Pictures are spoiled by removing them from the developer too soon.

Rinse each picture thoroughly in clean, cold water for about fifteen to twenty seconds.

The longer you wash the pictures the longer they will last.

Remember—if the pictures are not washed properly, they will fade away in a few hours.

Do not touch the face of the picture until it is dry. After the picture is dry, it will last for years.

If the card holder is tightly closed and the sleeve at back of camera is tucked in well, cards can be left in camera indefinitely.

When you have finished developing for the day, if you pour the developer out into a bottle and cork tightly you can use the same developer again until weakened. You can tell when it begins to get weak by the greenish color of the pictures.

## YOU NEED NOT FINISH PICTURES AT ONCE —UNLESS YOU WANT TO—

Though one of the leading features of the "Mandel-ette" is that you get a finished picture in one minute, it is not necessary to develop cards at once, if to do so is troublesome.

If you wish to take a trip and do not wish to carry the developer cup with you, simply slide a piece of heavy cardboard in the groove into which the developer cup fits, so that no light will enter the camera. You may make the exposures on the cards and lay the exposed cards on the bottom of the camera, or back of the cards in the card-holder (separating exposed from unexposed by a piece of cardboard cut to size) and develop the pictures when you get back home or at any other convenient time.

Even in using your "Mandel-ette" in this manner it scores over every other camera, inasmuch as you have a finished picture in record time. One minute for each picture (after you commence developing), or even less time, for you can develop two or three at a time. Snap a hundred pictures if you wish, take them home and when you are ready to develop them—be it one hour or one month later—you can have them all ready to admire in less than one hour.

By what other method of photography can such a wonderful thing be done?

## PRICE LIST

### of Supplies for Mandel-ette Camera

"Mandel" Positive Post Cards (50 in a box), per box .....	1.00	5 oz.
"Mandel" Positive Post Cards (15 in a package), per pkg. ....	20c	2 oz.
Card Mounts, per 50 .....	50c	22 oz.
3-in-1 Liquid Developer, per pint can	25c	19 oz.

## IMPORTANT

Do not attempt to take pictures while holding the camera in your hand. Fasten it to a tripod or place it on a table, chair or anything substantial. This is absolutely necessary otherwise your pictures will be blurred.

Any dealer will sell you a tripod—or send us \$1.00 for one of our substantial tripods.

## The Chicago Ferrottype Co.

ORIGINATORS OF

INSTANTANEOUS PHOTOGRAPHY

Ferrottype Bldg.

Congress and Laflin Sts.

Chicago, Ill.