

3-27-15



THE ANSCO *Memo* CAMERA

50 pictures at one loading

A New Kind of Camera

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REQUESTS for this booklet, now in its third edition, have been so numerous that a word of suggestion is in order. The Memo Camera is new to the photographic trade as well as to the picture-taking public, and comparatively few dealers so far have it in stock. But it is naturally our wish that everyone interested should have an early opportunity to see and examine the camera, and this can generally be arranged if we are supplied with the name and address of the dealer. No obligation to purchase is involved.

Ansco Cameras are manufactured for sale through stores handling photographic supplies, and our business is conducted almost wholly on this basis, but we are always glad to answer questions direct and thus help the dealer to serve you.

Those living at points remote from a dealer, or who have difficulty in getting local attention to their wants, can be assured of service direct.

The retail price of the Memo Camera is $20. This includes soft grey suede carrying case. An extra black sole leather case with handle and slotted for use on belt, holster-fashion—especially desirable on hunting and fishing trips, etc.—is supplied at $3.00.

The Ansco Memo Camera

A Book of Explanation and Instructions



Ansco Photoproducts, Inc.

Binghamton, N. Y.

www.butkus.us



THE ANSCO MEMO CAMERA

Has a capacity of 50 pictures at one loading, but weighs only 12 ounces including film, and body measures only a shade over 2 by 2½ by 4 inches. F 6.3 lens, equivalent focus 1 5/16 in., fixed focus, with full range of shutter speeds and stops; automatic dial which counts exposures as made; direct-vision spyglass finder; easy day-light loading; rapid winding by means of lever on back. Film is special 35 Mm. negative Cine, specially cartridged for this camera.

Fifty Pictures with One Fifty-cent Roll of Film

THE Ansco Memo Camera is more than a different camera; it is a New Idea in picture-taking. This remarkable little outfit which loads conveniently in daylight and takes fifty pictures with a fifty-cent roll of film, opens up possibilities which supplement the scope of other cameras with astonishing efficiency and are of absorbing interest.

In the actual use of the camera there is nothing new to learn, except a remarkable simplification of the practice with other hand cameras. Loading and unloading are simpler and easier than with regular roll film and winding is done by pressing a lever instead of turning a key. There are no peephole numbers to watch, a dial on the front automatically registering the number of the exposure as the shutter is released. Setting the shutter is just the same as with other hand cameras and no focusing whatever is required. Nor could anything be quicker for arranging the view than the direct-vision telescope finder, which enables one to see the subject right-










Made with the Memo Camera—actual size.

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side up from eye level up to the instant of exposure.

Every amateur photographer wishing to make his hobby serve him to the fullest extent should have a Memo Camera.

The Ansco Memo Camera is the simplest, surest and most quickly operated miniature camera ever offered, and in addition to this the film and the individual negatives it makes are of standard size. For the cartridges are loaded with special motion-picture negative film of the finest quality, and each individual negative is the size of a motion-picture "frame."

Developing the negative presents no problem, as the strip is about the same length as a six-exposure film for a post-card camera and may be handled in any finisher's tanks or may be developed at home in a tray like any other roll of film. The negative may then be printed in any of three ways:

(1) The negative strip may be printed in sections on Noko paper, using a 5 x 7 Ansco Printer (see page 42) or larger professional machine, the prints thus obtained, in strip form or cut apart if pre-



The Three Musketeers—original size on page 6.



Taken with a Memo Camera on a morning drive. All the pictures in this book larger than the exact size, are reductions from enlargements made with the Memo Film Enlarging Printer, shown on page 38.

ferred, being mounted in a small album or notebook,—making a delightful little book of pictorial memoranda.

(2) The negatives may be printed by enlargement to standard 3¼ x 4¼ size, using the Memo Film Enlarger, as explained on page 38. This method is both rapid and convenient. Prints 3¼ x 4¼ require on Noko paper an exposure of only from 5 to 20 seconds, and as the paper is the same as used for contact printing with larger negatives, manipulation is standard and the quality is the same as with contact prints.

(3) The negative strips may be printed on positive motion-picture film, for projection on the screen by means of any standard still-film projector. This gives one the equivalent of a regular stereopticon, with a roll of film in place of a box of slides.



Memo Film comes in the familiar Ansco red box with the yellow band.



Records of houses are easily and quickly made with the Memo Camera.



A bit of the past captured with the Memo Camera. Both pictures on this page from standard 3¼ x 4¼ Memo enlargements. Actual size of this one on page 6.

How to Load and Operate the Ansco Memo Camera

BEFORE loading the Memo Camera and starting to take pictures, familiarize yourself thoroughly with the camera and how it works. The easiest way to do this is to read the following explanations with the camera in front of you, so that you can check each point as mentioned.

After you have read the instructions you can then go back and begin with the operation of actually loading the camera.

Memo Camera Film

THE Memo Camera uses a special film cartridge made only by Ansco. This cartridge contains a strip of Ansco negative motion-picture film of the finest quality and of sufficient length for 50 exposures. It comes sealed and foil-wrapped in the well-known red Ansco carton with yellow band, and is clearly marked "Ansco Memo Film Cartridge—50 exposures".

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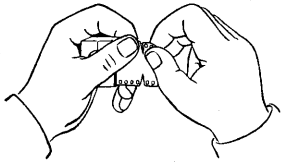


This film is used in much the same way as regular roll film, but instead of being spooled around a core, with protective paper serving as a leader in loading, it comes coiled inside a wooden cartridge and feeds across the back of the camera into a similar cartridge in the lower film chamber, as described below. Winding is by means of the lever on the back of the camera, this lever actuating claws which grip the film at the perforations and move it along exactly the distance required to bring the next unexposed section into place. The small dial on the front of the camera keeps track of the number of exposures made, this dial counter being hooked up with the shutter.

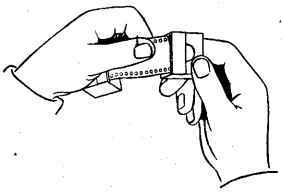


How to Load the Camera with Memo Film

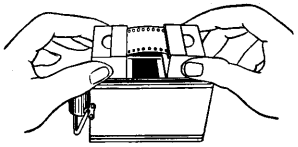
1. Break the seal on the sticker at the dotted line and tear away the paper.



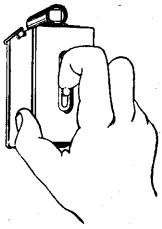
2. Pull out the end of the film and tear off the tongue as shown in the illustration above.



3. Push the end of film into the empty cartridge which will be found in the chamber farthest from the handle.

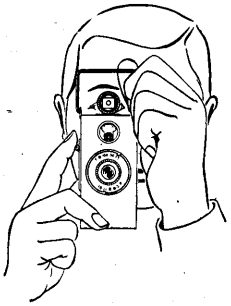


4. Put the two film cartridges into the camera, as shown above, the loaded cartridge being in the chamber nearest the handle.

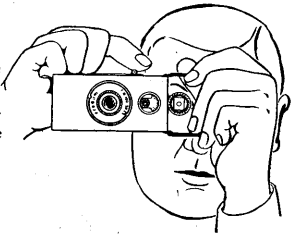


5. Replace back of camera, push lever down three times before starting to take pictures, and once after each exposure. The reason for pushing the lever down three times before starting is to move along the end of the film which has been exposed in loading, and to bring fresh unexposed film into the focal plane.

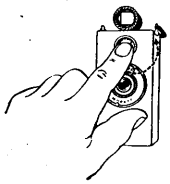
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How to hold the camera for taking pictures the regular way. Be careful that the finger does not come in front of lens.



How to hold the camera for vertical views — tall buildings, etc. See page 23.



To re-set counter, press milled edge with finger and turn in direction of arrow back to 50, which is also 0.

Taking the Pictures

DETAILED instructions as to the setting of the shutter, etc., are given farther on, but in general the operation is as follows: Hold the camera as shown in the illustration on page 16, with finder as close to the eye as is practical, and take the picture when ready by pressing down on the shutter release with the right forefinger. When pictures are taken in this way the shutter must, of course, be set for one of the snapshot speeds (1/25, 1/50, 1/100 second), as Time exposures and Bulb exposures must be made with the camera on a tripod or other rigid support.

It will be noted that the trigger or shutter release should be pressed backwards slightly as it is pressed downward, so as to clear the safety lock provided to prevent accidental exposures.

As the shutter clicks, the number on the dial in front moves along one point, and if the dial has been set at 50 to start, it will also read 50 when the roll is completely exposed. This of course assumes that after each exposure the lever on the back of the camera has been pushed down all the way to move the next section of film into place.

To re-set the dial or counter at any time is very simple. Simply place forefinger on the milled edge as shown in the illustration above and turn by rotary motion of the finger until the counter registers where you want it to, which at the beginning of a roll will be 50, as 50 also indicates zero.

Removing the Exposed Cartridge

WHEN all 50 exposures have been made, push the lever on the back two or three times, so as to move all exposed film along into the receiving cartridge. Then remove the back and lift out the exposed cartridge from the lower chamber.

Wrap the cartridge in tinfoil, put it back in the original carton for further protection, and deliver it in this way to the finisher for developing. Always be careful in handling Memo film cartridges not to expose then unnecessarily to light, and in loading and unloading select subdued light if possible.

The empty cartridge may now be transferred to the lower chamber, and the camera reloaded as above explained.

NOTE.—Used Memo cartridges are designed for reloading once only, as above. This is because of



Memo Film enlargement (original on page 12) showing close-up possibilities.

the delicacy of the spring tension, which gradually changes with use. Used spools may, however, be utilized for completing exposure on short lengths after a cut-off as explained on page 21.

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A rural barber shop. Records of amusing odds and ends like this, encountered when out in your car, are easily collected with the Memo Camera.

Removing Part of the Film Only

IF desired, part of the film can be removed for developing before the entire strip has been exposed. A few frames must be sacrificed if this is done, but as the film is very inexpensive, this loss may not be an objection. For instance, suppose you have made the first ten exposures and wish to see how they come out. Then simply push the lever on the back of the camera twice to move all the exposed film into the receiving cartridge, remove the back, cut off the film close to the receiving cartridge, and proceed with this for development as if it were full. The cartridge when empty can then be returned to the camera and the rest of the film loaded into it as if from a new cartridge. If the operation of cutting off the film and changing is done in the darkroom, the two or three frames lost in opening the camera in daylight can, of course, be saved.

Developing Memo Film

MEMO FILM may be developed exactly the same as any regular roll film. Take the cartridge into the dark-





The harsh light around the middle of the day is usually not so good for portraits as the light a little earlier or later. The harshness in this case was further accentuated by overdevelopment of the film.

room, and remove film from it by pulling out with a steady motion, hang up on clips and develop in deep tank by time and temperature method, or develop by hand in the tray. Rinse, fix, and wash afterwards as with regular film, hanging up to dry with clip at bottom to keep roll from coiling up.

Vertical or Horizontal Pictures

PICTURES may be made with the Memo camera showing the long dimensions either vertically or horizontally. For portraits, standing figures, tall buildings, and certain other subjects, it may be preferred to take the pictures so as to show the longest dimension vertically, but if this is done, it should be kept in mind that the strips thus obtained are not well adapted to making positive film rolls for projection on the screen, as the pictures will naturally be shown lying on their side instead of up and down. Where the individual frame is to be shown as an enlarged print or as a contact print, it of course makes no difference which way the camera is held.

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Direct vision telescope finder

Dial which automatically counts the exposures.

Shutter speeds, with pointer set at 1/25 second.

Shutter stops, with pointer set at stop F 6.3.

The Shutter and How It Works

THE shutter of the Ansco Memo Camera is similar in the way it operates to shutters used on regular hand cameras, and those who are familiar with these will require no special instructions.

On the upper arc of the shutter will be found a row of letters and figures, which are T, B, 100, 50 and 25. These

stand for Time exposure, Bulb exposure, 1/100 second, 1/50 second, and 1/25 second. To obtain any of these different settings, simply set the pointer over it.

In the case of 1/25, 1/50, and 1/100, the duration of the exposure is controlled by the shutter itself, one complete downward pressure on the trigger opening and closing the shutter for the length of time desired.

In the case of Bulb, which is a term surviving from the time when shutters were controlled by the use of a rubber bulb, one downward pressure on the trigger opens the shutter, and releasing this pressure closes it.

In the case of Time, one downward pressure opens the shutter, and a second downward pressure closes it.

B or Bulb is used for short time exposures, and T or Time for longer time exposures. Try all these actions before you load the camera so as to familiarize thoroughly yourself with them, and be particularly careful to see that the shutter is closed before you load. In other words, do not leave the camera on Time unless you have given the trigger a second push downward to close.

On the lower arc of the shutter will be seen another row of figures, which are 16, 11, 8, 6.3. Below these are dots and below the dots is a pointer. This pointer actuates the diaphragm of the shutter, giving a larger opening as it is moved towards F 6.3 and a smaller opening as it is moved towards F 16. If you wish to set the shutter for stop 11, simply place the pointer at the dot under this figure, etc.

For average pictures in good sunlight use 1/25 speed and stop 11. For poorer light, use the same speed but stop 8. In still poorer light use stop 6.3.

No Focusing

EACH Memo Camera leaves the factory with focus permanently set or "fixed" for best results. This is possible, despite the largest maximum lens aperture of F 6.3, because of the great depth of field of the Cinemat lens. The brass screw on the side of the camera controls the focus adjustment, but we particularly urge that this be not tampered with, as the adjustment is too fine for an ordinary ground glass reading, and monkeying with the focus will only

result (in most cases) in throwing the lens completely out. Use the camera as focused at the factory and you will be well pleased with the results.

Experienced photographers interested in good-sized enlargements and screen projection need no suggestions on how to obtain the highest degree of sharpness in the negative for this purpose. They will naturally follow the well-known principle of reserving the largest aperture, F 6.3, for those poor light conditions demanding a large opening even with the slowest snapshot speed, 1/25 second, and using a smaller opening with the same shutter speed, 1/25, whenever the light permits. The best all-around shutter setting in good sunlight is 1/25 at stop F 11, and this stop will give a degree of sharpness permitting enlargements of surprising size. The smaller the stop the sharper the picture—always.





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Remarkable Motion-Stopping Power of the Memo Camera Lens

THE faster shutter speeds of the Memo Camera will seldom be required. In fact, most users of the camera will be able to get 99 out of 100 pictures that they desire by sticking entirely to 1/25 second and regulating exposure by varying the size of the stop. The reason for this is that because of the short focal length of the lens, 1/25 second with the Memo Camera is approximately equivalent, in motion-stopping power, to 1/100 second with a No. 1A camera taking pictures $2\frac{1}{2}$ x $4\frac{1}{4}$. In other words, if an object is moving so rapidly that 1/100 second is required with the larger camera to catch it in the picture without blur, you can catch it without blur with the Memo Camera by an exposure of 1/25 second.

The Memo Camera in Speed Work

THOSE who have a *penchant* for fast action pictures—pictures of diving, racing, games, etc.—will appreciate how much the above point means, for 1/50 and 1/100 second are correspondingly more efficient in stopping motion with the Memo Camera than with a larger outfit.

The fastest shutter speeds provided on regular hand cameras of the advanced type are 1/250 and 1/300 second, the latter being the maximum on the Ansco Speedex and Super Speedex series. These speeds require extra large apertures in compensation (F 6.3, F 4.5) with consequent loss in depth of field, but with the Memo Camera the equivalent is obtained with a slower speed and a smaller stop, 1/50 being about equal to 1/200 with a No. 1A, and 1/100 being almost equal to 1/400. Of course this equivalence is in motion-stopping power only. Exposure values are the same for all shutter combinations regardless of lens. That is, 1/50 at F 8 gives the same strength of image on the film in all cases. The point is that with the Memo Camera you obtain a high motion-stopping power with a much slower actual speed and a smaller stop than is possible with a larger camera.

Exposing Your First Memo Film

GIVE the Memo Camera the same chance you would give any other and you will be delighted with the results. For your first roll select a bright sunshiny day. Set the shutter for 1/25 and F 11 or F 8, according to the light, hold the camera steady, and keep the sun behind you or falling over your shoulder from one side —not shining into the lens. Don't be in too much of a hurry to "finish up the roll," but get something interesting in each picture. Take the camera with you on your favorite walk or drive, and catch the interesting bits along the way—houses, landscapes, street scenes, road views, etc. On this first roll also include portraits of your friends, members of your family, groups, etc.

Excellent pictures can be taken from the driver's seat of your car (with engine shut off to prevent vibration). This is one advantage of the telescope finder. There never has been so convenient a camera for the motorist before.

So far as is practical, give all the "frames" in the roll about the same amount of exposure, so that they will have approximately the same density when developed and may thus be printed more readily in the strip together.

Time Exposures with the Memo Camera

A TRIPOD SOCKET is provided on the Memo Camera for Time and Bulb exposures, but of course any rigid support, such as a table or box, may also be used.

Unless a tripod is available, however, special care must be taken to keep a camera as small as this from moving when the trigger is operated. A very easy and successful method of avoiding such movement is as follows: Provide a small opaque card—preferably of dark stock, though a postcard from one's pocket will serve—and when the camera has been placed and shutter set for the time exposure, hold the card in front of the lens (close to it but not touching), push down the trigger to open the lens, remove your hand entirely from the camera, draw the card aside quickly to start the exposure, replace it from the opposite side of the camera to stop the exposure, and push down the trigger to close the lens. Since the camera is not touched at any time during exposure, this method assures freedom from accidental jar or other motion, and incidentally permits the use of a support for the camera not sufficiently stable to withstand pressure on the trigger.





One merit of the Memo Camera is that because it works so easily and quickly one can take many pictures during periodical stops for gas and service on a motor trip, including pictures, as here, of those who go with you.

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Correct Exposure and Correct Development

UNDEREXPOSED film will show scratches or finger-marks much more pronounced than films which have had sufficient exposure to build up good density throughout.

Overdevelopment of the film will greatly increase the length of time required for enlargement. A fully exposed and correctly developed film should enlarge on Noko paper in the Memo Enlarger in from 10 to 20 seconds, and on Commercial Cyko in somewhat less. No harm will result if enlargement takes longer, the only point being that where many prints are to be made in this manner the extra time required may count up considerably.

The Importance of Handling Memo Film with Care after Developing

ANY negatives which are to be used for enlarging should be handled with special care, for even slight finger-marks, scratches, etc., will show in the projection. Hold the negative strip by the edges, where the perforations are, and keep thumb and forefinger off the middle of the film. When not in use, the negative strip may be rolled up, circled with a rubber band, and filed away in the original cardboard carton. Or extra cartons without printing will be furnished by Ansco for the purpose at a nominal charge.

Caution—Holding the Camera

IN TAKING pictures be careful not to hold the camera in such a way that a finger or part of the hand is in front of the lens. While the camera may be held in any way which

is convenient and which at the same time leaves the lens unobstructed, it will be found by most that the positions shown in the illustrations on page 16 are easiest and safest.

Keep the Camera in Its Case

KEEP the Memo Camera in its case when not in use. This will protect it against scratches and other damage, and will shield the shutter from prolonged exposure to strong light, which might work through the leaves and affect the section of film in position for the next picture.

Cardinal Points of Picture-Taking

HOLD the camera level. In taking pictures of buildings and other subjects having vertical lines, watch the sides of the finder image and line these up with the verticals of the picture.

Hold the camera steady. Movement of the camera at the instant of exposure will cause the picture to be unsharp.

Take the picture with the sunshine falling upon the subject, not upon the camera. Experts take very beautiful pictures sometimes by having the sun shine towards the camera, but they are always very careful to stand where the lens is effectively shaded. Sun on the lens will fog the picture.

Never use Time or Bulb except with the camera on a motionless support.

Close-ups

CLOSE-UPS can be made with this camera without a portrait attachment. The only point here is to use as small a stop as light and subject permit.

None of the pictures reproduced in this handbook were made with a stop smaller than F 11, and most of them were made with stop F 8. The lens has great depth of focus.

Start Right

YOUR very first roll of Memo Film will give you a lot of pictures. Start right. Make some provision for keeping them in an orderly way—a note-book or miniature album for the contact prints, a larger album for the enlargements.

How Large Can Enlargements Be?

REMEMBER that the Memo Camera is not designed to displace larger cameras but rather to supplement them. Therefore, do not expect to make Memo enlargements which will compare both in size and sharpness with contact prints from professional camera negatives or even with small enlargements from regular amateur camera negatives. The 3¼ x 4¼ enlarged prints obtained with the Memo Enlarger represent a considerably higher degree of enlargement than is ordinarily sought from amateur negatives, being roughly equivalent to a standard 10 x 14 enlargement from a 2¼ x 3¼ negative, and in anything of higher degree than this the grain of the film will be fairly pronounced.

Memo Film is special Ansco negative cinematograph film, which is of finer grain than any other obtainable, and therefore the best possible where enlarged prints are to be made.

The above points are relatively less important as concerns positive film strips for use in any regular still-film projector, since the image on



A rural meeting house—from a Memo Film enlargement.

the screen, though larger, is viewed from a greater distance. If the original Memo negatives are sharp to begin with—that is, if they are made according to the instructions here given—the positive rolls for screen projection can be depended upon for satisfactory sharpness regardless of size of image on the screen.

Pictorial Memoranda with the Memo Camera

THIS is a busy age. It is also an age of progress, of larger achievement by means of better methods. The Memo Camera belongs to this new age. At an expense so small as to be negligible and with a rapidity and convenience that are amazing, it enables the architect, the civil engineer, and many others who can save time and uncertainty thereby, to make innumerable memoranda in picture form. While not a substitute for a full-size camera, it does—and does surpassingly well—those things that a full-size camera cannot conveniently or economically be used for.

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With a single cartridge, a construction superintendent can cover a large operation completely, and either he or the main office can, by means of the Memo Film Enlarger, throw up any of the more important frames to 3¼ x 4¼, or make a positive film from the entire strip and view this on the screen by means of a still-film projector.

Or take the busy real estate man, half of whose time is wasted because he has no way of showing prospects houses except taking them to see them. With a Memo Camera record, kept up to date at no extra effort, it becomes much easier to discover before starting out what the prospect hopes to find. Futile stops eliminated, clearer understanding of what is desired, time saved, more real business transacted in the working day. The possibilities here are in fact almost without limit, for, with the small expense involved, a realtor can soon have an office pictorial record of every location and building of present or future importance in his business.

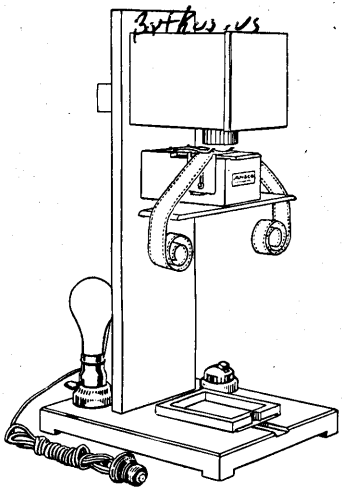
The value of the Memo Camera to inspectors, agents, investigators, and salesmen in many fields hardly needs to be mentioned. Anyone who is called upon to report what he sees becomes more effective in his work by means of the Memo Camera. It is an outfit that all outside newspapermen and writers will wish to carry when the use of a larger camera is obtrusive or inconvenient. For newspaper men it is really a pictorial machine gun. A dozen "shots" can be made in the time required for one or two with a larger camera, and the Memo Film Enlarger in the photographic department will surely pick out some that the city editor will pounce on. The

fact that pictures are taken at eye level is also a big point here, for it means that no detail of what is going on need be lost while the pictures are being taken.

The college instructor in any of the subjects that mean going afield for evidence and for illustration—biology, botany, geology, architecture, archæology, engineering, and many others—will find in the Memo Camera a welcome assistant, especially if supplemented by the Memo Film Enlarger and a still-film projector.

Many artists and illustrators use cameras to register their impressions, taking notes in this way instead of using a sketch-book. More would have followed this practice in the past had a practical miniature outfit like the Memo Camera been available to them. This is true also of writers who do not use photographs in their articles or stories but find them extremely valuable in recalling details and impressions which must be put clearly into words. For these a Memo Camera Note-Book crowded with actual records—small, yet immediate and accurate prods to recollection—is of obvious value.

And then the simon-pure amateur—who seeks the picture for its own sake or because of personal interest in the subject, and enjoys it because he likes it (the best reason in the world)—to him the Memo Camera means full play for his picture impulse regardless of pressure upon his time by other interests or demands. The Memo Camera is so small and light and so quickly and readily operated that no effort or inconvenience is involved in taking it anywhere one goes or in using it freely.



Memo Film Enlarging Printer

For making standard 3¼ x 4¼ prints from Memo Camera negatives

THIS outfit does away with cumbersome enlarging methods in printing from Memo camera film to normal hand-camera print size. Fitted with clean-cutting F 3.5 Cine Velostigmat lens, it permits enlargements on Noko paper (the same as used for contact printing in finishing plants) in from 5 to 20 seconds where negatives are of normal density and strength. Bromide or other enlarging paper is not required. Fixed focus, with set-screw adjustment.

The method of use is extremely simple and convenient. (1) Place negative roll between glasses as in cut. (2) Push switch at right to throw on ruby light at left. This also provides yellow projection light for arranging view. (3) Slide sheet of 3¼ x 4¼ paper under hinged mask on bed. (4) When image is arranged to suit, push switch at right to throw on white light, expose, throw off white light, and remove print for developing. (5) Move film along one frame and repeat operation for next print.

Paper larger than 3¼ x 4¼ can be used by lifting mask, but image size of enlargement will of course remain the same.

The Memo Film Enlarging Printer is designed for rapid production of prints, using regular contact paper, and is very desirable equipment for the use of all who handle finishing service on Memo Film, either for themselves or others. It can also be used to print frames from standard 35-millimeter negative cine films.

All pictures in this book larger than original Memo size are reproduced from enlargements made on Noko with this machine.

Price complete, $75.00.

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Still-Film Projectors

What They Are, and How the Memo Camera Increases Their Utility and Scope

EVERYONE who has attended an illustrated lecture is familiar with the old-style stereopticon using lantern slides 3¼ x 4 inches in size, and those with any photographic experience know that a lantern slide is a print on glass instead of on paper, made thus so that it may be projected on a screen by the transmitted light of the lantern.

During recent years there have come into extensive use stereopticons of a new type for lectures, etc., using, instead of individual lantern slides, a continuous strip of film. These are variously called still-film stereopticons, still-film projectors, etc.—the term *still-film* calling attention to the fact that although the film is like standard motion-picture film such as is used in theatres, it is not in this case utilized for "movies" but for "stills" or separate individual pictures.

The still-film projector has many advantages over the old stereopticon. The projector itself is smaller, more compact, and the film rolls weigh infinitely less than slides. A film roll weighing hardly one ounce will give as many pictures on the screen as thirty pounds of glass slides, which are not only heavy and bulky, but also fragile. Thus many persons who could not be burdened with old-style stereopticon equipment are now using still-film projectors in their work or for home entertainment.

Until the advent of the Memo Camera, however, projection rolls had to be made by first

copying larger pictures by special equipment onto negative motion-picture film, work which has had to be done, naturally, by service companies set up for it. The cost by this method is high for single rolls (up to 35 cents a frame, or $35 for one roll of 100 frames), the cost scaling down, however, to a much lower figure where many duplicate rolls are supplied. (Stock rolls of educational and entertainment subjects are also supplied at a reasonable figure.)

The Memo Camera now enables the owner of a still-film projector to make the negative rolls himself. These Memo Camera rolls may then be printed direct on positive film for projector use. This means that one may take a trip, record what he wishes to with the Memo Camera, and on returning home may not only have paper prints in two sizes for his album, but at a cost of four or five cents a frame, have his pictures in projection rolls for screen exhibition, either to entertain family and friends or to illustrate a lecture or an informal talk at his club. By the use of special copying equipment, information concerning which will be furnished on request, the university lecturer can also photograph with the Memo Camera specimens, photographs, drawings, maps, etc., as with any other camera, so as to have these printed on positive film from his own negatives.

This matter of projection rolls is taken care of by a new positive film printer which Ansco has developed for service by photo finishers in connection with the Memo Camera. The service includes supplying acetate film in convenient lengths.



Ansco 5 x 7 Printing Machine

THIS printing machine, standard equipment for professional and amateur prints from negatives up to 5 x 7 in size, is ideal for making strip prints from Memo negative rolls. Cut a sheet of 5 x 7 Noko or Commercial Cyko Paper into 3 pieces each 7 inches long (and a little over 1½ inches wide), and print the roll in sections onto these strips. (The ordinary printing frame cannot be used satisfactorily for printing Memo film unless the ends are cut out to permit free passage of negative strip.)

The Ansco 5 x 7 Printer is very desirable equipment for anyone who does his own developing and printing or who performs this service for others. It comes equipped with cord and socket, and uses standard 40-watt lamp (not included). Window gives ruby light for developing film and plates and orange light for developing paper. Professionally finished, with no metal masks to prevent perfect contact at edges of small points.

Price $15.00

Paper for Memo Prints

FOR making prints from Memo Camera negatives, either by contact in printing machine or frame or by projection with the Memo Enlarging Printer, there is a choice between Noko and Commercial Cyko. Both are supplied in glossy and semi-glossy surface, the latter in the case of Cyko being designated Studio. Noko has four grades, Hard, Medium, Soft and Commercial Soft. It is doubtful if any but Medium and Soft will be required. Commercial Cyko is in three grades, Contrast, Normal and Soft, of which the last two only are likely to be needed.

The following prices are for the smallest lots supplied in the sizes needed, as explained elsewhere in this handbook.

Noko, 3¼ x 4¼, per gross	$1.05
Noko, 5 x 7, per dozen	.25
Cyko, 3¼ x 4¼, per dozen	.15
Cyko, 5 x 7, per dozen	.35

For dense negatives, Enlarging Cyko Contrast (Glossy) can be recommended, as time required is less than 1/10 needed for Noko Commercial Soft. Price 3¼ x 4¼, 15 cents per doz., $1.50 per gross. Professional Cyko Glossy, slightly slower than Noko Commercial Soft, makes very beautiful prints. Price 20 cents per dozen, $2.00 per gross.

www.butkus.us



Exposure in Memo Camera was 1/25 second with stop F 11 —bright sunshine, 3 p. m.

Points of Interest

A SPECIAL eight-page folder on the Brayco Projector, giving a list of about 300 entertainment and educational rolls which can be supplied, will be sent to any address upon request.

Still-film projectors (see page 40) are rapidly replacing the old-style stereopticon. One reason for this can be seen in the following comparison. 200 glass lantern slides weigh over 30 pounds, but 200 pictures on a still-film roll weigh less than one ounce!

Note that you do not have to "finish up the roll" of Memo film to see how you come out.



A convenient notebook album can be made by attaching strip prints to page with lantern-slide binder tape, pasting this down at sides over margins where perforation marks come. (For appearance of untrimmed print, see inside back cover). Numbers opposite prints refer to explanations on inter-leaved pages of white paper.



Stop down to F 11 for close-ups like this.



The naturalness of Memo snapshots is a striking feature.

Take as many or as few pictures as you like, push the lever on the back two or three times, open the camera, cut off, and have the exposed portion of the film developed. See page 21.

While enlarging equipment other than that shown on page 38 can be used with Memo Camera films, we do not recommend it. The Memo Camera Enlarging Printer is specially designed and very accurately built for rapid and convenient print production with regular contact paper. Purchasers of the Memo Camera who are unable to obtain local finishing service in which this printer is used may obtain the name of the nearest finisher with a Memo Enlarging Printer by writing to Ansco Photoproducts, Inc., Binghamton, N. Y.

The Memo Camera can be used very effectively for making small recognition portraits of a society, organization, or any other group, as the different individuals may be photographed in series on the same roll in rapid succession. For this purpose set the camera up outdoors on a tripod, establish a standard distance for all portraits, stop the lens to F 11, and give an exposure of 1/25 second. If preferred, try a few this way, cut off film as instructed on page 21, and have the sample developed and printed as a guide.

Keep the Memo Camera in its case when not in use. Otherwise light may seep through the shutter leaves and fog the film to some extent.

Memo negatives should be kept in strip form—not cut up into individual frames. The latter are too small to be handled in printing. If you wish enlargements of certain frames only, do not cut these out of the roll but identify them by a mark or tiny notch in the margin.

www.butkus.org





The Memo film-winding device works so easily and quickly that a series of pictures of a rapidly-changing subject can be made with no trouble at all.



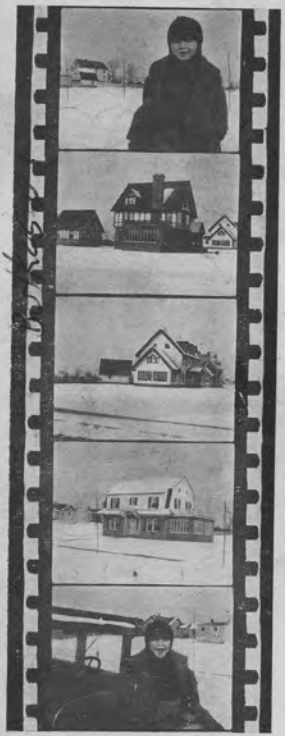


The Memo Camera lends itself remarkably well to the needs of house organ editors and others engaged in publicity work, as bright interesting snapshots of people can be taken with it in an easy off-hand way, at the luncheon hour or in the course of the day's activities.





Slip the Memo Camera into your pocket when you leave the house, and you will find many interesting occasions for its use. If you confine yourself to a larger camera, some of your best opportunities will come when you haven't it with you.



Exact size.

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