

# Photo News

SPRING, 1960

## GRATISPOOL LEADS AGAIN! KING SIZE SQUARE ENLARGEMENTS 6D. EACH

### Great News for all with Popular Square Negative Cameras

Feeling for some time that whilst the size of a postcard print is very satisfactory, yet a 3½ in. x 3½ in. square print is not quite big enough, Gratispool has been devising new equipment and making new contracts for supplies in order to pioneer once again by producing a 4 in. x 4 in. print as standard from all square negative cameras.

What an amazing difference it makes! How handsome the new prints are! You'll be delighted with the great improvement.

We prophesy that in a few years nothing but KING SIZE will satisfy anybody in Britain who uses square format cameras.

### GRATISPOOL ALWAYS LEADS

#### FOR A FRIEND WHO HAS NOT TRIED GRATISPOOLS

Send this coupon and a 6d. Stamp for postage and packing only and we will supply a **FREE FILM** for trial. Sizes 120, 620, 127 only.



WHAT YOU WERE WAITING FOR

### Film Developing Charge now 1/6

It is regretfully announced that it is necessary for us to increase the film developing charge by 6d. If your camera takes eight pictures, you are requested to send 5/6.

If your camera takes 12 square pictures, you are asked to send 7/6 for 12 King Size prints.

For 16 exposure films it will be 9/6.

GRATISPOOL IS ALWAYS MOST RELUCTANT TO INCREASE CHARGES.

SEE THE COMPARISON ALONGSIDE.

GRATISPOOL SERVICE MEANS SUPREME VALUE FOR MONEY.

### POSTCARD ENLARGEMENTS 6D. Each

DEVELOPING 1/6 per film Film FREE

CURRENT LIST PRICES	GRATISPOOL PRICES
Developing the film.....1 6	Developing the film.....1 6
8 Postcard Enlargements 8 0	8 Postcard or King Size Enlargements 6d. each 4 0
8-exposure roll film.....2 9	FILM FREE.....0 0

OTHERS' TOTAL CHARGE 12/3      GRATISPOOL TOTAL CHARGE 5/6

IF YOUR CAMERA TAKES 16 PICTURES, SEND 9/6

IF YOUR CAMERA TAKES 12 SQUARE PICTURES, send 7/6

● P.O. WITH ORDER PLEASE. Our low charges depend on the elimination of book-keeping. NO CHARGE FOR FAILURES. Credit returned in full for unsuccessful snaps. Developing only not undertaken.

# CLOSE-UP PICTURES BEST

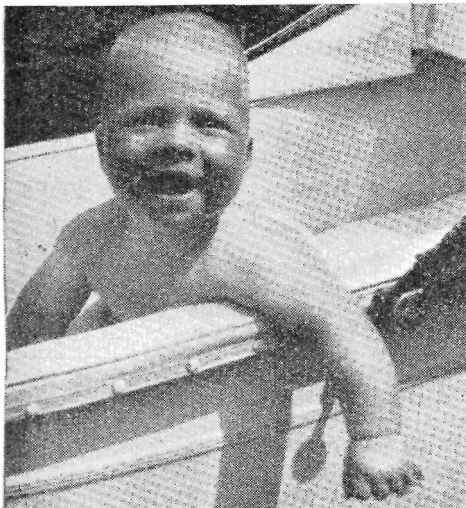


**YOU CAN TAKE SNAPS  
LIKE THIS**

with a 2/6 portrait lens on your  
Brownie 127  
See Special Offer this page.

## A PORTRAIT LENS GIVES YOU A NEW INTEREST

The addition of a portrait lens to your camera allows you to enter a new field of photography. Photos of your friends turn out like studio portraits and snaps of children show them as you love them.



### ANDREW AT FIVE MONTHS!

(He'll probably be a boxer at 15 months).

A GRATISPOOL snap 1/100th  
f 16 in bright sunlight.  
Taken by Mrs. K. A. Mackay,  
Bognor Regis.

## PICTURES THAT PLEASE FILL THE VIEWFINDER

Your viewfinder probably shows a fair approximation of the finished snapshot, so study it a little before pressing the button and, if necessary, stand a little closer to get a balanced overall picture.

### AVOID " SQUARE FRONT "

When taking your friends, allow them to do what is natural and call them to move their heads only to look at the camera for the actual snap. This gives a lively interesting picture that all will admire.

### SMILE, PLEASE!

Don't hesitate to ask for a smile. The somewhat comical effect of these hackneyed words will bring a natural smile to the subject and also to those who see the jolly result when it is developed. We all love to recall happy times.

## KODAK PORTRAIT LENSES THE BEST VALUE

- No. 285 to fit Brownie 127 Model 2  
and for lens diameter  
25.5/28.5 mm. 9/-  
No-320 for lens diameter  
29/32 mm. 9/11  
No. 370 for lens diameter  
33/37 mm. 10/9

### BEST BARGAIN YET

- No. 235 Portrait Lens to fit lenses  
22/23.5 mm.

### GENUINE KODAK

## 2/6 ONLY TO CLEAR

This lens is made for the Brownie 127 Model 1 (1958 and before). If you have this camera, don't fail to get this lens. 9/- to 12/- is the usual price for such lenses.

### COULD BE ADAPTED

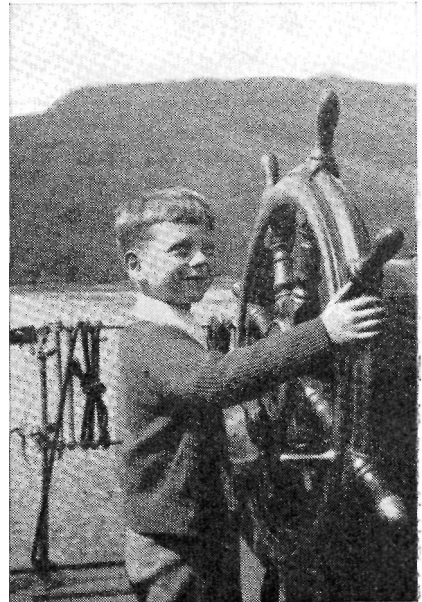
This lens will work perfectly well on almost any other camera but may need some alteration to the mount.

### Price List for BIG Enlargements

SIZE Inches	Un- mounted	Mounted & Hand Coloured
7 x 5	... 1/-	... 2/3 .. 5/6
11 x 7	... 2/3	... 3/9 .. 9/6
10 x 10	... 2/9	... 5/6 .. 13/6

Add POSTAGE 6d. for orders 3/-  
or under.

**OLD and FADED PHOTOS COPIED**  
Standard charges for prints and  
big enlargements.  
NEW COPY NEGATIVE 2/-



### TAKEN TWENTY YEARS AGO

This young man is now 6 ft. tall and  
can see better where he is going  
GRATISPOOL NEGATIVES  
ARE PERMANENT

### LENS HOODS GIVE BRILLIANCE

If the lens on your camera is prominent without shade, a lens hood will keep off side lights and greatly improve your results.

## GRATISPOOL LENS HOODS 9d.

These are adjustable for lenses—  
Small—up to 1 1/16 in. diameter  
Large—up to 1 3/8 in. diameter

They are made of spring steel and will withstand a lot of rough usage. LENS HOODS are usually sold at from 5/- to 21/- each! We think that those prices are far too high and the GRATISPOOL hood is the best value in the world.

### KEEP THE CAMERA LENS ABSOLUTELY CLEAN

The slightest film of dust or grease on the lens will diminish the quality of your pictures.

It is easy to touch the lens by accident and leave a slight mark that will have a bad effect, so take great care with the lens.

### DON'T JERK THE CAMERA

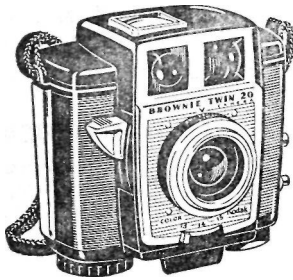
Camera shake is still the most common fault. Hold the camera still and move one finger only to "press the button" if you want clear pictures.

# NEW KODAK CAMERAS

## 'BROWNIE' TWIN 20

Two ways to view—  
Synchronised for Flash

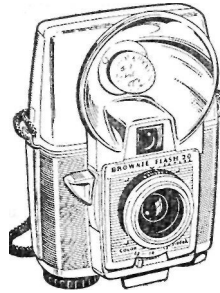
£3.15.7



## 'BROWNIE' FLASH 20

Built-in  
Flashholder

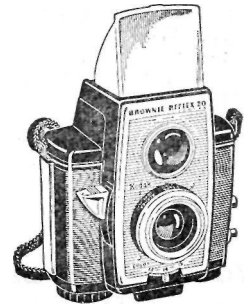
£4.7.2



## 'BROWNIE' REFLEX 20

Extra-big  
Viewfinder  
Synchronised  
for Flash

£4.7.2



ALL THESE FASCINATING NEW MODELS TAKE 12 SQUARE SNAPS ON 620 FILM  
DOUBLE EXPOSURES ARE MADE IMPOSSIBLE. \* 3 APERTURE SETTINGS AND 3 FOCUSING ZONES  
\* BLACK AND WHITE, \* KING SIZE \* AND COLOUR TOO, Both Colour Prints and Super Slides

\*FROM THE U.S.A.!

\*AVAILABLE NOW!

**TRY ONE FOR YOURSELF. MONEY BACK IF NOT SATISFIED**

DON'T BE AFRAID OF THIS OFFER, KEEP THE CAMERA A MONTH IF YOU WISH TO MAKE SURE

## THE FAMOUS CRESTA

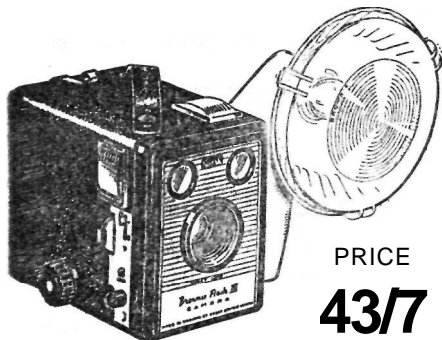
ALL USERS PRAISE WITH ENTHUSIASM  
CRYSTAL CLEAR SNAPS IN COLOUR TOO

### The Brownie Flash II

THE BEST OF A FAMOUS LINE

- \* Brilliant Viewfinder
- \* Built-in Portrait Lens
- \* Flash Synchronisation

OUTSTANDING LOW PRICE BUT  
TOP QUALITY ALL THE SAME



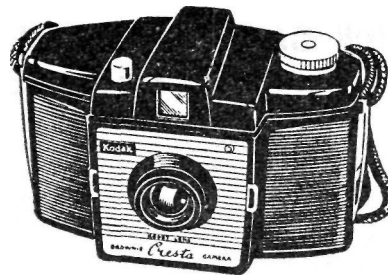
PRICE  
**43/7**

CARRYING CASE 4/6  
Eight Pictures on 120 Film

The supremely reliable and hard wearing all-metal Brownie needs no recommendation. Wonderful Quality and Supreme Value

Already famous for the quality of its pictures. This new camera takes 12 square pictures on a 120 film. It can be used for colour pictures, too.

- \* Cloud Filter for Pan Films
- \* Portrait Lens
- \* Flash Synchronised



PRICE  
**40/8**  
CARRYING CASE 4/6  
HARD TO GET

These cameras are very difficult to obtain and there is no other camera of similar quality and performance to replace it.

**TRY ONE FOR A MONTH  
MONEY BACK IF NOT  
SATISFIED**

With any camera bought from GRATISPOOL two free films are supplied so that you may test the results.

If you feel dissatisfied with the camera after using it for a month, you can return it and get your money back or exchange it for a different model.

#### GRATISPOOL EXPOSURE GUIDE

Weather Conditions	Brilliant Subjects	Bright Subjects	Average Subjects	Shaded Subjects
Brilliant Clear Sun	f22	f16	f11	f5.6
Hazy Sun	f16	f11	f8	f4.5
Cloudy Bright	f11	f11	f5.6	f4.5
Cloudy Dull	f8	f5.6	f3.5	f2.8

All above stops for 1/50th second.  
**Brilliant Subjects:** Alpine, beach and bathing scenes.

**Bright Subjects:** Mountain scenes, open landscapes.

**Average Subjects:** In the garden, In the park.

**Shaded Subjects:** Near trees, narrow streets.

BOX CAMERA USERS must use small lens aperture for indications above the heavy line or wait for cloudy weather for distant snaps. Below the black line it is useless to try.

The above is for outdoor pictures. Gratispools are orthochromatic and require a longer time for photos by artificial light. If you use a meter, speed 25 A.S.A. is correct for indoors, 100 A.S.A. outdoors.

# GRATISPOOL WINTERTIME PRODUCTS

## ELECTRIC BLANKETS

The luxury of this product is beyond equal. We know you will wonder why you ever did without one. All say the same, "I'd rather lose my electric washing machine than my electric blanket."

"It's the all-over deliciously perfect warmth that I love."

"I was a fool to do without it all these years. . . ." These are just a few of the remarks passed by buyers.

### YOUR HEALTH DEMANDS IT

It is a scientific fact that over a gallon of water is absorbed into your bed on a cold, damp day. No wonder it feels cold to get into. No wonder we suffer from rheumatism, etc., etc.! We go to bed in unheated rooms and take off our clothes in order to get into bed and warm up this load of dank bed-clothes. We really ask for it!

Mrs. Lowe, of Hamilton, says, "My son has suffered for years with rheumatoid arthritis and it has been the greatest help he ever had."

### REGAL MODEL

**Super All Wool.  
Highest Quality Obtainable**

Rich fleecy All Wool Buckfast Devonshire Blanket with improved safety heating element, will last for years.

ROSE, LILAC, GREEN or GOLD.  
BOUND WITH-SATIN.

NEON LIGHT DOUBLE POLE  
SAFETY SWITCH.

### POPULAR MODEL

**Efficient and Reliable**

PINK OR BLUE. Satin fine Cotton Blanket. Bound in Satin. Equal to products selling at three times as much. Absolutely guaranteed. Fire-proof for safety.

DOUBLE POLE ON-OFF NEON  
SAFETY SWITCH.

### PRICES

REGAL	POPULAR
R.I.S. Single Bed, 60 in. x 30 in. worth £6 15s.	S.P.I. Single Bed, 60 in. x 27 in. worth £3 15s.

**83/6**

incl. P.T.

R.I.D. Double

Bed.

60 in. x 48 in.  
worth £9 10s.

**130/11**

incl. P.T.

Postage 2s. single bed size,  
3s. double bed size.

**59/6**

incl. P.T.

D.P.I. Double

Bed.

60 in. x 48 in.  
worth £5 10s.

**97/6**

incl. P.T.

**MONEY BACK GUARANTEE  
IF YOU ARE NOT DELIGHTED  
IDEAL WEDDING PRESENT**

## PHOTOGRAPHY AT LOW EBB IN WINTER

In summer many thousands of films arrive every day. In the winter our large staff has little to do. We have, therefore, undertaken a variety of manufactures in order to find continuous employment for our workers.

### A REMARKABLE OPPORTUNITY

As the overhead costs of our factory are met by the photographic business, we can make other goods at unequalled prices.

The goods are excellent. All sent on the understanding that you may return without argument if you are at all dissatisfied.

## SUPERB LARGE MODEL YACHTS

GRATISPOOL MODEL YACHTS are famous for their wonderful sailing abilities.

### SPECIFICATION

- \* Glassfibre Hull  
in White, Brown or Blue
- \* Nylon Sails  
in White or Green
- \* Heavy Lead Keel
- \* Bermuda Rig
- \* Height 39 in.
- \* Length 27 in.

TODAY'S VALUE £6 6. 0d.

Post and Packing 5/-

Please reserve me a  
**GRATISPOOL ELECTRIC  
BLANKET**

**GRATISPOOL MODEL  
YACHT**

NAME .....

ADDRESS .....

P.O. Deposit.....

Paid in Full.....

MODEL .....

PRICE .....

COLOUR .....

## HOW CAN YOU CHOOSE AN ELECTRIC BLANKET?

### WHAT ARE THE POINTS TO LOOK FOR?

1. **WATERPROOF CONTINUOUS SEALED ELEMENT.** No internal connections for absolute S A F E T Y .
2. **LONG ELEMENT FOR LONG LIFE.** No danger of overheating. All over warmth. Gratispool Electric Blankets have many yards of element triple coiled on nylon centre, sealed with highest grade thermoplastic.
3. **NEON DOUBLE POLE SWITCH.** You know where you are with it—you are S A F E . An expensive item but worth having.  
Separate Control on each side of all Double Bed Models.
4. **FULL SIZE.** All Gratispool Electric Blankets are 60 in. long. Popular 27 in. wide, and Regal 30 in. wide for single bed size. Double bed width no less than 48 in. Only the most expensive electric blankets equal Gratispool sizes.
5. **QUALITY OF MATERIAL.** Really outstanding double cotton blanket fire-proofed for safety. ALL WOOL in the Regal model. Note the weight, too. No skimping at all about Gratispool Electric Blankets.
6. **FORTHRIGHT GUARANTEE.** All parts to B.S.I. Standards. All parts to highest requirements of British Good Housekeeping Institute, or money will be refunded. Try it for a month if you like. Money back if not delighted.
7. **PRICE.** It is impossible for you to buy a blanket of equal quality at anything near the Gratispool prices. Examine competitive products carefully for the above points and you will agree immediately.