

PACKINGS AND PRICES

Both types of Ilford Colour Film are supplied in 20-exposure cassettes ready for loading in the camera. The price of a cassette (with purchase tax) is 21/6d., which includes the cost of processing.

COLOUR PRINTS

Ilford Colour Prints are enlarged prints in full colour. They can be made from any good Ilford Colour transparency—Type D or Type A. The prints, which are on a white plastic base, are made to one standard size, $3\frac{13}{16} \times 5\frac{1}{2}$ in., which includes a $\frac{3}{16}$ in. white margin. Each print includes the whole of the transparency. Prints cannot be made from a selected part.

Transparencies from which prints are required should be sent to an Ilford Dealer (not to Ilford Limited). They should be sent either in cardboard mounts or as single unmounted transparencies.

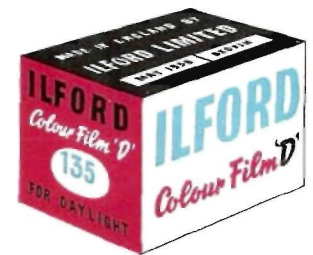
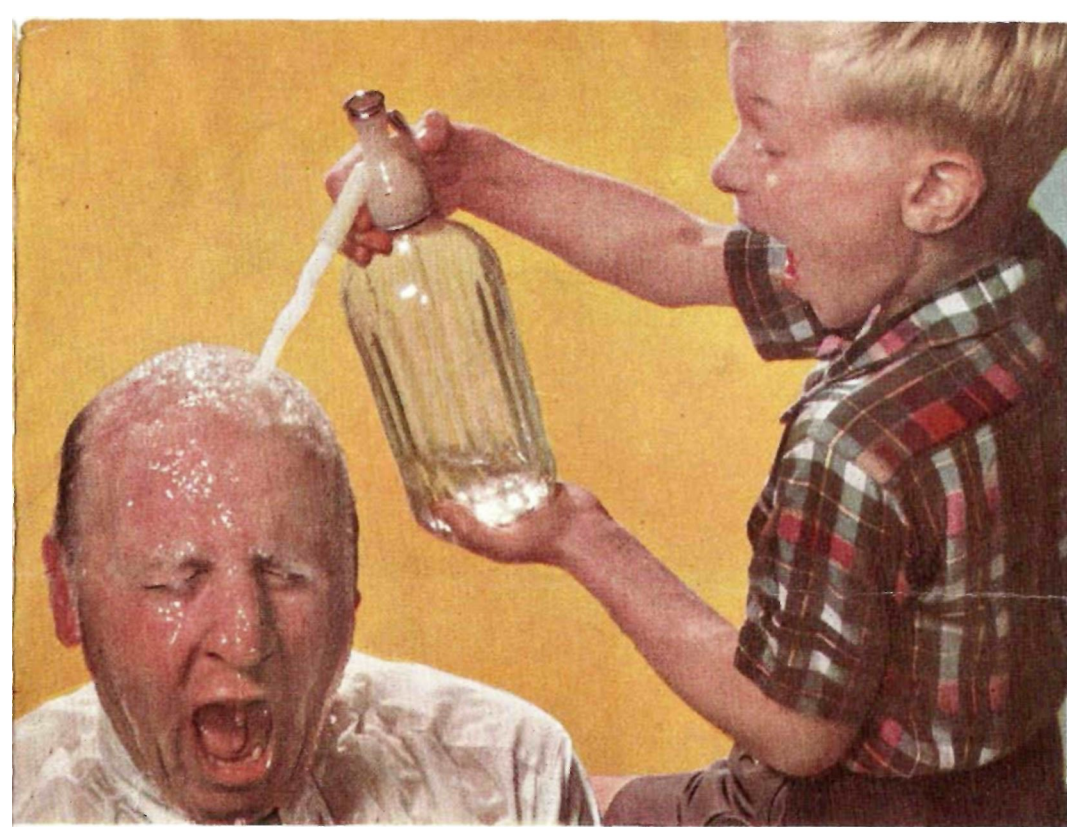
Ilford Colour Prints cost 2/6d. each, with a minimum order of four from one or more transparencies.

An illustrated leaflet giving fuller particulars of the Ilford Colour Print Service, including advice on the selection of transparencies for printing, is available on request.

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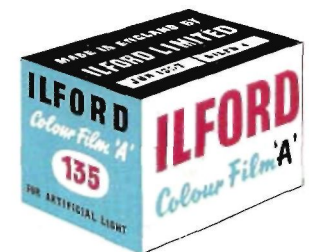
ICF/C56/E

Printed in England



ILFORD

Colour



ILFORD

Colour Film

Iford Colour Film is a special film which produces photographs in full colour. It is exposed in the ordinary way, is then posted direct to the processing station, and comes back in the form of brilliant colour transparencies mounted ready for viewing in the hand or by projection. Where colour prints are required these may be made from the transparencies.

Iford Colour Film may be used in any 35 mm. camera taking standard cassettes. It is known technically as a "reversal" colour film.

TWO TYPES OF FILM

There are two types of Iford Colour Film—Type D and Type A. Type D film is intended for exposures outdoors in daylight. It is also suitable for flash pictures using blue flashbulbs or electronic flash. Type A film is intended primarily for indoor use with photoflood lamps or clear flashbulbs, but may also be used for daylight exposures if an Iford Filter No. 161 is placed over the camera lens.

The two types of Iford Colour Film make colour photography possible outdoors and indoors, all the year round.

THE CAMERA

Iford Colour Film may be used in any camera taking 35 mm. film in standard cassettes, provided only that the camera has a maximum aperture of $f/6.3$ or larger; an aperture of $f/4.5$ or $f/3.5$ is preferable. Most modern 35 mm. cameras meet this requirement. A camera that many users of Iford Colour Film have found ideal is the Iford Advocate Series 2 illustrated on the back page. This has an $f/3.5$ coated lens with shutter speeds ranging from $1/25$ th to $1/200$ th second, and is synchronised for flash. Your Iford dealer will be pleased to demonstrate the Advocate to you.

TAKING COLOUR PHOTOGRAPHS

Colour photographs are no more difficult to take than black-and-white photographs. It is, however, important to give the correct exposure—you can take fewer liberties with colour film. But finding the correct exposure for colour film is not a difficult matter. All that is required is to follow a simple exposure guide such as that given on the next page. (A guide is also packed with each film.)





Daylight exposure guide for Ilford Colour Film D

Lighting	Exposure for subjects of average brightness range
Bright sunlight	1/50th second with lens aperture midway between f/5.6 and f/8
Hazy sunlight	1/50th second with lens aperture midway between f/4 and f/5.6
Sky overcast/bright	1/50th second with lens aperture midway between f/2.8 and f/4 (e.g., 1/50th at f/3.5)
Sky overcast/dull	1/50th second with lens aperture midway between f/2 and f/2.8 (or 1/25th at f/3.5)

This guide may be used from three hours after sunrise until three hours before sunset.

For *light* subjects with no important dark tones use a lens aperture one-half stop smaller than indicated.

For *dark* subjects with no important light tones use a lens aperture one-half stop larger than indicated.

When using Ilford Colour Film A in daylight with Ilford Filter No. 161 over the camera lens, increase the lens aperture indicated in the table by one-third of a stop.

USING AN EXPOSURE METER

Many people like to use a meter to determine exposures with colour film. While an exposure meter is by no means necessary for the photography of average subjects in good lighting conditions, it can be a real help if it is desired to take photographs under any and every condition of lighting. The recommended meter settings (daylight) for Ilford Colour Film D are

Ilford meter 23⁰, Weston Meter 8. Using Ilford Colour Film A with Filter No. 161 the recommended settings are Ilford meter 22⁰, Weston meter 6.

When using an exposure meter care must be taken not to direct it at the sky, since it will then give an incorrect reading. If anything, the meter should be pointed a little downwards for safety. Further, a meter reading taken fairly close to the subject will usually give a more reliable indication of exposure than a reading taken from the camera position.

COLOUR PHOTOGRAPHY INDOORS

Colour photographs may be taken indoors by artificial light on either Type A film or Type D film, provided that the appropriate light source and filter (where necessary) are used, as follows:

Light source	Ilford Film required	Ilford Filter required
Clear flashbulbs	Type A	No. 171
Photoflood lamps	Type A	None
Blue flashbulbs	Type D	None
Electronic flash	Type D	No. 805 (Q)

Note. Whereas in black-and-white photography the use of filters is generally optional, in colour photography the use of a filter, where recommended, is essential.

For general use, Type A film with clear flashbulbs and Filter No. 171 is recommended. Flashbulbs provide a very convenient means of taking snapshots in colour indoors and a wide range of flashguns for firing the bulbs is now available. For the Advocate camera the Envoy Minor and Major Flash Guns are very suitable. They will accept any of the smaller bulbs (ASCC or capless). For work requiring the use of the larger flashbulbs (with ES caps) the Envoy Zing Flashgun is recommended.

Exposure recommendations for Ilford Colour Film A with clear flashbulbs are packed with the film.

PHOTOFLOOD EXPOSURES WITH COLOUR FILM A

Where brief time exposures present no difficulty, e.g., for table-top photography, adult portraiture, etc., Colour Film A and photofloods make a very useful combination. The recommended meter settings for Colour Film A under these conditions are Ilford meter 25⁰, Weston Meter 12. A guide to photoflood exposures is packed with each film.

PROCESSING

Ilford Colour Film must be returned to Ilford Limited for processing. Detailed instructions for returning the film are packed with each cassette, and a bag for posting the film is also provided. Transparencies of the standard 24 X 36 mm. size are, unless otherwise requested, returned from the processing station mounted in card mounts ready for projection. Transparencies of other sizes are returned unmounted in strip form.