

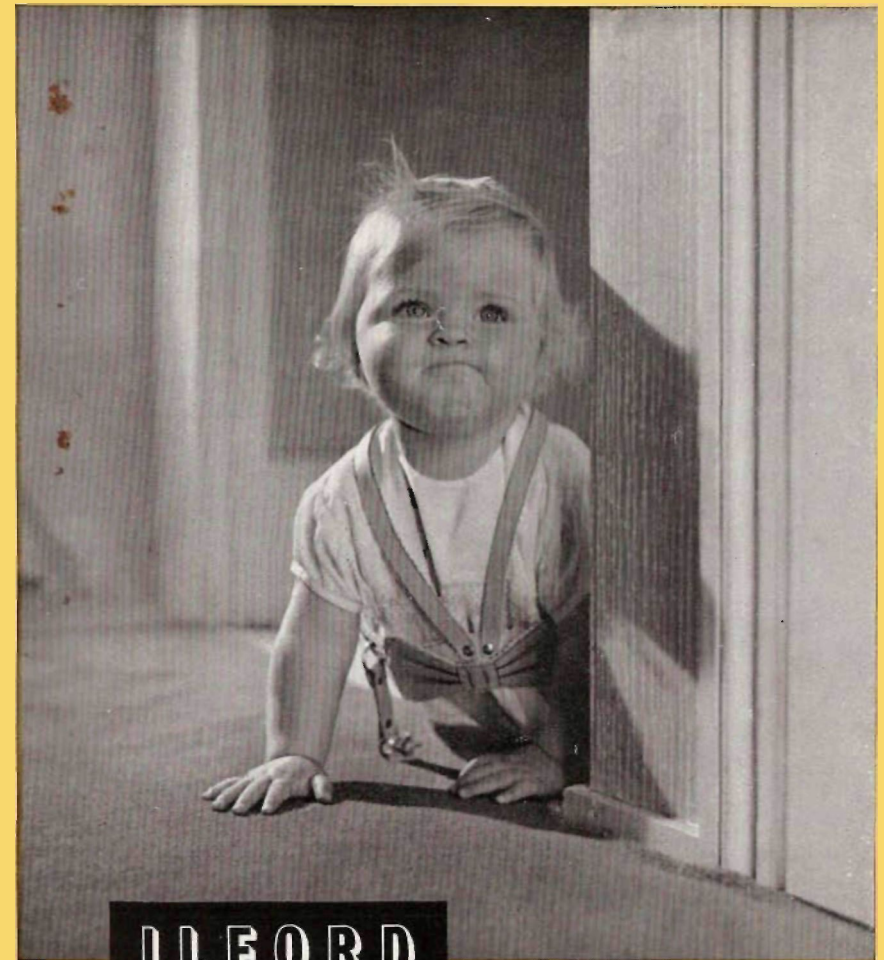
**Two words of six and three letters . . .**

When the clue is "What makes indoor photography so easy?" the answer is Ilford HPS.

This picture was taken with a box camera by stepping-up the normal room lighting to 350 watts and giving an exposure of half-a-second. Two extra lamps were used, in the positions shown in the diagram. You can take pictures like this with a simple camera in either of two ways:—(1) with the shutter set at "B," press down the trigger and release it after half-a-second; (2) with the shutter set at "T," use two press-down movements with an interval of half-a-second. Take great care to avoid movement of the camera by placing it on a really firm support and holding it absolutely still whilst exposing.

**HP3** is one of the "miracle" ILFORD films; it is *the* high-speed film for *daytime* snapshots in winter. For outdoor photography *at night* use the still faster HPS.

**HPS**, the fastest film in the world, is also the one for *indoor* snapshots in well-lit rooms if your camera has an *f/4.5* lens or larger. With simple cameras, give brief time exposures of about half-a-second.



**ILFORD**  
**FILMS**

**FOR WINTER FACES & PLACES**

**ILFORD LIMITED ILFORD LONDON**



# HP3

**Winter woollies—and HP3.** That's all you need for pictures like this except, of course, for your own charming model. And don't you agree that winter portraits can be just as exciting as summer ones?

Most parents like to make a family record. What with the kiddies growing up, visits to aunts and uncles and all kinds of wintertime activities, there are plenty of pictures always waiting to be taken. This one had an exposure of 1/100th of a second at f/8 on HP3 film, but it could have been taken just as successfully with any simple camera by giving a snapshot exposure.

## CHANGE OVER TO

# ILFORD HP3 and HPS

## FOR WINTER FACES & PLACES

When the clocks go back to mark the end of summer time, millions of cameras get tucked away only to be brought out again when the brighter days come back.

What a dismal prospect it would be if press photographers were to follow the example of their amateur counterparts—no pictures in the papers during the winter months except perhaps a cartoon and a comic strip or two, and then nothing but column upon column of solid type relieved only by the usual quota of advertisements.

Fortunately for us all, press cameras keep clicking merrily away all day, and all night too when necessary, while cine cameras on location still keep on shooting to provide pictures for our entertainment in the cinema and television screens.

Work doesn't stop just because the days are shorter and the light is not so bright; and the reason is a very simple one. Press photographers and their colleagues of the cine world carry on by using Ilford films of the fastest varieties. You can do exactly the same because these very fast films which the specialists use are also available for amateur photographers and can be obtained from all photographic dealers.

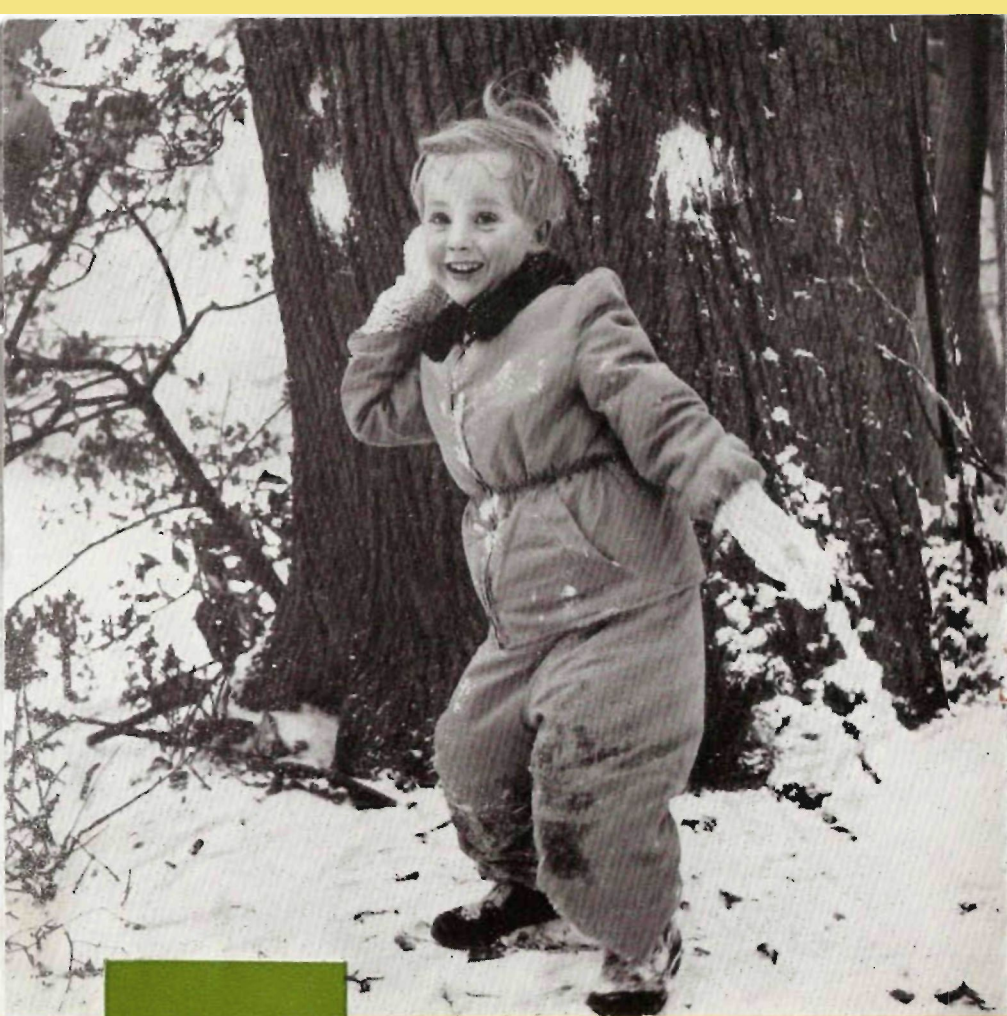
So if you've got a camera which gives you good snaps in summer, you can be quite sure that it will serve you equally well in winter when loaded with the films the pressmen use—Ilford HP3 for outdoor work and Ilford HPS for shots in very poor daylight, for night photography out of doors, and for indoor snapshots by ordinary room lighting.

With these two films, as we shall show in this little booklet, you can continue to make excellent photographs right through the winter months, both out of doors and in the home. Study the pictures and the exposure details and success will be yours.

*Cover picture*

**Hi there! Taken any good snaps lately?**

I was "taken" on Ilford HPS film, with one photoflood lamp 10 feet behind me and a 150-watt bulb 4 feet in front. The exposure time was 1/25th of a second at f/4.5. To take similar pictures with a simple camera in the same conditions, give a brief time exposure of about half-a-second.



**When you say Brrr!—use HPS.** You can sense the atmosphere in this picture taken on Ilford HPS. Of course, your winter pictures need not always be as "chilly" as this one. We've really included it to illustrate the extreme speed of Ilford HPS. It was taken with an exposure of 1/300th of a second at f/8.

Local street scenes and country landscapes can look mysteriously pleasing through a veil of mist or even in the rain. Try this sort of photography on one of your week-end rambles—you'll find it infinitely satisfying with the same camera that you used in the summer.

**HPS**



**HP3**

**Good "snap" shot coming up . . .** and it did, as you can see, in spite of an imminent attack from the happy-looking youngster with the snowball. This picture was taken on Ilford HP3 roll film with an exposure of 1/100th of a second at f/8, but it could have been made equally well with a box camera and a snapshot exposure.

Wherever you are or wherever you go, there are winter pictures in plenty and, with Ilford HP3 in your camera, they are yours for the taking.



HPS

**When the snow lay round about . . .** See how a little enthusiasm can reward the photographer for overcoming his inclination to stay by his own fireside on a night like this.

Night pictures are now so easy to take with the "miracle" HPS film in your camera. This one had an exposure of  $1/25$ th of a second at  $f/3.5$ . With simple cameras, choose subjects which do not include moving people and give a time exposure of 1 second with the camera placed on a firm support.

For night scenes when there are only one or two street lamps to provide the illumination, longer exposures of from 10 to 20 seconds will be necessary with inexpensive cameras.

**Three little maids.** You can "take" them anywhere at any time. Imagine the fun you can have spending a winter evening indoors with your family models. Any room in the home becomes a "studio" and there is no need for special equipment. This picture was made on Ilford HPS film by normal room lighting, plus a 150-watt bulb in an ordinary standard lamp at a distance of 6 feet from the kiddies. The exposure was  $1/5$ th of a second at  $f/5.6$ , which is equivalent to 1 second with a box camera.

*Note.*—For all exposures longer than  $1/25$ th of a second, the camera must be placed on a firm support.

