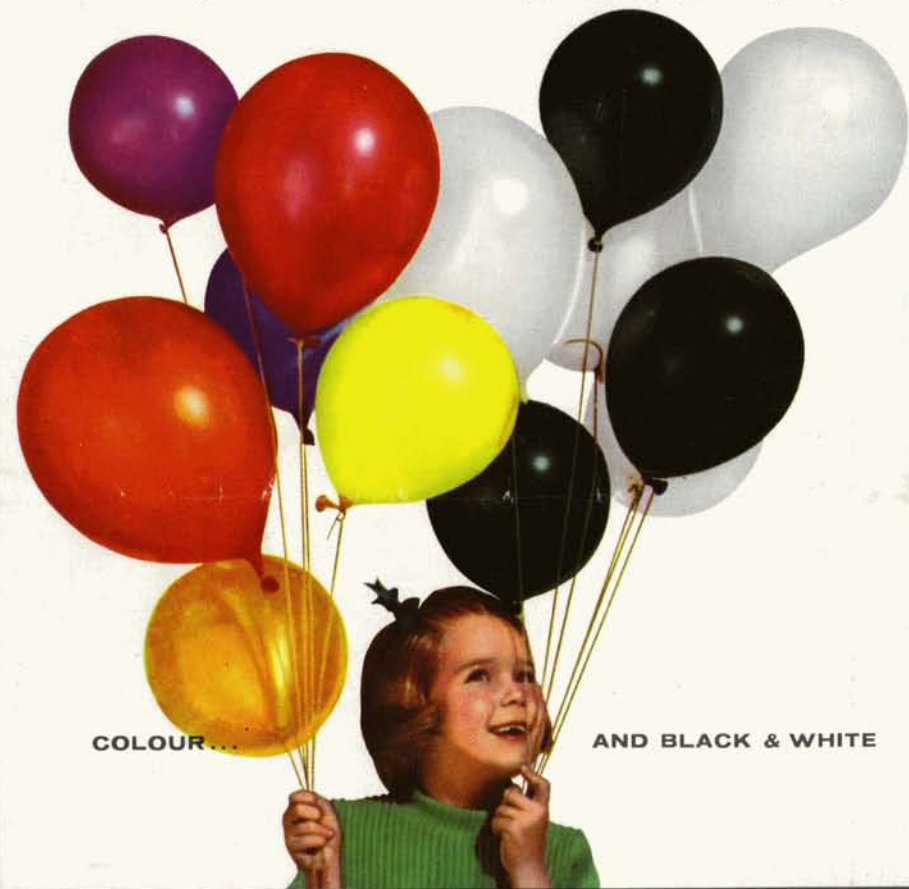


Today's leader in photography



COLOUR...

AND BLACK & WHITE

**ILFORD** naturally!

L1ZZ/62

Outstanding  
new advances  
in photography by

**ILFORD**

naturally!

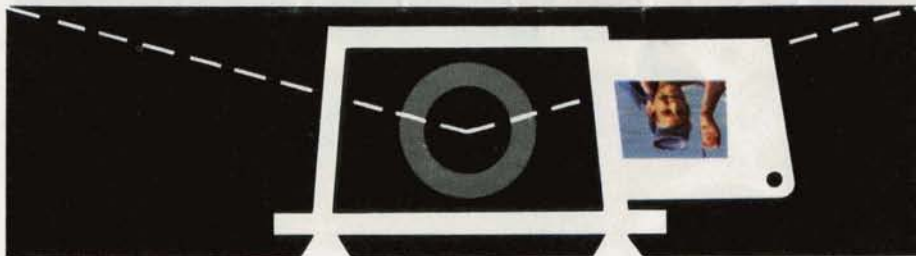




You get free colour 'contact' prints this size  
with **NEW ILFOCOLOR 35mm.**



**New Ilfocolor 35mm.** is the film you need for finer-than-ever colour prints. Its colour quality is superb. It is far less expensive to use than other 'colour print' film. And it has this wonderful advantage: when the film is developed, it is returned to you in the form of negatives, specially card-mounted to protect them and a strip of small colour 'contact' prints. So you can choose enlargements with confidence. And these 'contact' prints cost you *nothing* over and above the price of the film. No other colour film offers you these unique Ilford 'contact' prints. So try new Ilfocolor 35 mm. **22/2d** for 20-exposure cassette. Enlargement size: 3¼ x 5 ins.



You get finer colour in transparencies  
with **NEW ILFOCHROME 32**



**New Ilfochrome 32** is the finest film yet produced for colour transparencies. You'll find its colour vivid yet completely natural. It's a fast film that can be used in all weathers. Yet it's less expensive than other 'transparency' films. Try amazing new Ilfochrome 32 and double your enjoyment in taking—and projecting—transparencies. **19/6d** for 20-exposure, **28/6d** for 36-exposure cassettes, including cost of processing.



## You get superbly living colour with **NEW ILFOCHROME 8mm. CINE**

This is tremendous news for everyone with an 8 mm. cine camera. Ilford have brought out a brilliant new colour cine film—Ilfochrome 8 mm.—to give you colour that *lives*. You'll find Ilfochrome 8 mm. has wonderfully clear definition, its colours are rich—yet natural. What's more it's less expensive than other cine films—only 23/6d per 25 ft. spool (4 minutes running time) including cost of processing. Try Ilfochrome 8 mm. cine—and increase your pleasure in home movies!

**ILFOCHROME 25**  
colour reversal film

**8mm Cine**  
FOR DAYLIGHT

MADE IN ENGLAND BY ILFORD LIMITED ILFORD ESSEX



# What kind of camera should I buy?

## Make your choice from the 1962 ILFORD range

This year Ilford have brought out three completely new cameras! This means that Ilford's wonderful range now includes 11 different models from **£2.10.5 to £44.19.6**. Every one of these cameras is the best in its class. Every one of them makes taking fine pictures *easy as winking!*

Here are details of the cameras shown on this page:

All prices in this booklet are subject to alteration.



**ILFORD SPORTI**

Simple shutter and aperture controls. Modern styling. Easiest to use of all lower-priced cameras! Takes 120 film. **£3.18.8.**



**ILFORD SPORTI-4**

Only **£2.10.5**, and it takes as clear and lively pictures as far more expensive cameras. Strong...adaptable...simple...well designed. Take a Sporti-4 on holiday.



**NEW ILFORD SPORTSMASTER MANUMATIC**

A superb 35mm. automatic camera—that can be switched to manual control if you wish. **£44.19.6.**



**NEW ILFORD SPORTSMAN AUTO RANGEFINDER**

This is a magnificent semi-automatic 35mm. camera—with follow-pointer exposure control and coupled rangefinder **£32.5.0.**



**ILFORD SUPER SPORTI**



**SPORTSMAN AUTO**



**SPORTSMAN VARIO**



**SPORTSMAN PRONTO**



**SPORTSMAN PRONTOR SVS**



**SPORTSMAN RANGEFINDER**



**SPORTSMASTER**



## What colour film should I buy?

There are two kinds of result you can obtain with colour film—colour transparencies or colour prints. Transparencies must be viewed by holding them to the light—or, better still, projecting them on to a screen. Colour prints on the other hand look like normal photographic prints, but in colour.

Both these films will give improved results in any camera of any make. When you take your pictures, you adjust for focus and exposure just as you would with black-and-white pictures. No special knowledge is necessary.

So take your pick of the Ilford films—and enjoy the pleasure of wonderful Ilford colour.

### DO YOU WANT COLOUR TRANSPARENCIES?



**ILFOCHROME**  
**32**  
for colour transparencies

USE THIS FILM IN YOUR 35mm. CAMERA



### DO YOU WANT COLOUR PRINTS?



**ILFOCOLOR**

Colour Negative Film

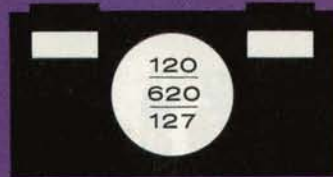
FOR DAYLIGHT AND FLASH

USE THIS FILM IN YOUR 35mm. CAMERA



FOR DAYLIGHT AND FLASH  
**ILFOCOLOR**  
Colour Negative Film

USE THIS IN YOUR 120/620/127 ROLL FILM CAMERA



## What black-and-white film should I buy?

### FOR MANY YEARS

Ilford black-and-white film has been preferred by professional photographers all over the world. The amateur who wants to take professional looking pictures should always insist on Ilford black-and-white film.

**ILFORD**  
**Pan F FILM**

### ILFORD PAN F

The film for the 35 mm. enthusiast. Exceptionally fine grain that permits big enlargements from small negatives.

**ILFORD**  
**HP3 FILM**

### ILFORD HP3

Three times as fast as FP3. The film to use when you want increased speed—say for winter or bright indoor shots. For 35 mm. and roll film cameras.

**ILFORD**  
**SELOCHROME**

### ILFORD SELOCHROME PAN

This is a roll film especially designed for simple cameras whose exposure cannot be adjusted. In other words it's just right for your family snapshot camera—and can be used in winter as well as summer.

**ILFORD**  
**FP3 FILM**

### ILFORD FP3

The maid-of-all-work of the professional photographer. The ideal well-balanced, medium speed film. For 35 mm. and roll film cameras.

**ILFORD**  
**HPS FILM**

### ILFORD HPS

A really fast film. You'd need Ilford HPS if you were taking action pictures on a miserably dull day. For 35 mm. and roll film cameras.

**MORE EXCITING NEWS! TECHNICAL ADVANCES MEAN**

# **ILFORD CUTS THE COST OF COLOUR PRINTS**

From now on you pay *only 1/6* for a standard-size colour print (en-print) from Ilfocolor 35 mm or Ilfocolor roll film. What's more, if you order 2-4 prints from the same negative, they cost only 1/3 each: and for orders of 5 and over, *the cost is only 1/- per print.*

So ask your dealer for Ilfocolor 35 mm or Ilfocolor roll film—and save money!

**ILFOCOLOR 35 mm and roll film**