



ILFORD monophen

now you can
develop
and fix
your films
in one simple operation

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MONOPHEN—developer and fixer together—foolproof processing in one easy stage—a revolution by Ilford, the people who bring simplicity to photography.

One bottle of Monophen, and that's all you need for all your film processing. Just mix it with an equal volume of water, pop your film in, agitate it for the first half minute and intermittently after that for about 6 minutes—Monophen does the rest, developing and fixing at the same time. No more need for mixing messy chemicals, no more need for clock-watching, and no more need for accurate temperatures. Yes, Monophen makes child's play of film processing and it produces sparkling, evenly graded negatives. The temperature does not have to be critical and, in fact, anything from 65° F. to 80° F. will do.

Put very simply, one-solution Monophen contains super-active Phenidone developer and a not-so-active fixer. The Phenidone gets to work right away on the exposed parts of the negative, before the fixer has had time to think, and by the time the fixer has woken up, the developable parts of the negative are smugly sitting back, turned into metallic silver. The Monophen works automatically, so it's impossible to over-develop a film. You need only a very short washing time, about five minutes, and a working strength solution of Monophen can be used to process 12 roll or 35 mm. films without any significant change in activity.

So get to know Monophen right away, it's the answer to the tedium of processing, gives you perfectly developed and fixed films every time, cuts down washing—in fact makes negative production as easy as clicking your camera shutter! Monophen costs only 8s. 9d. for a handy 500 cc. Poly-tainer, sufficient for processing 12 films.