

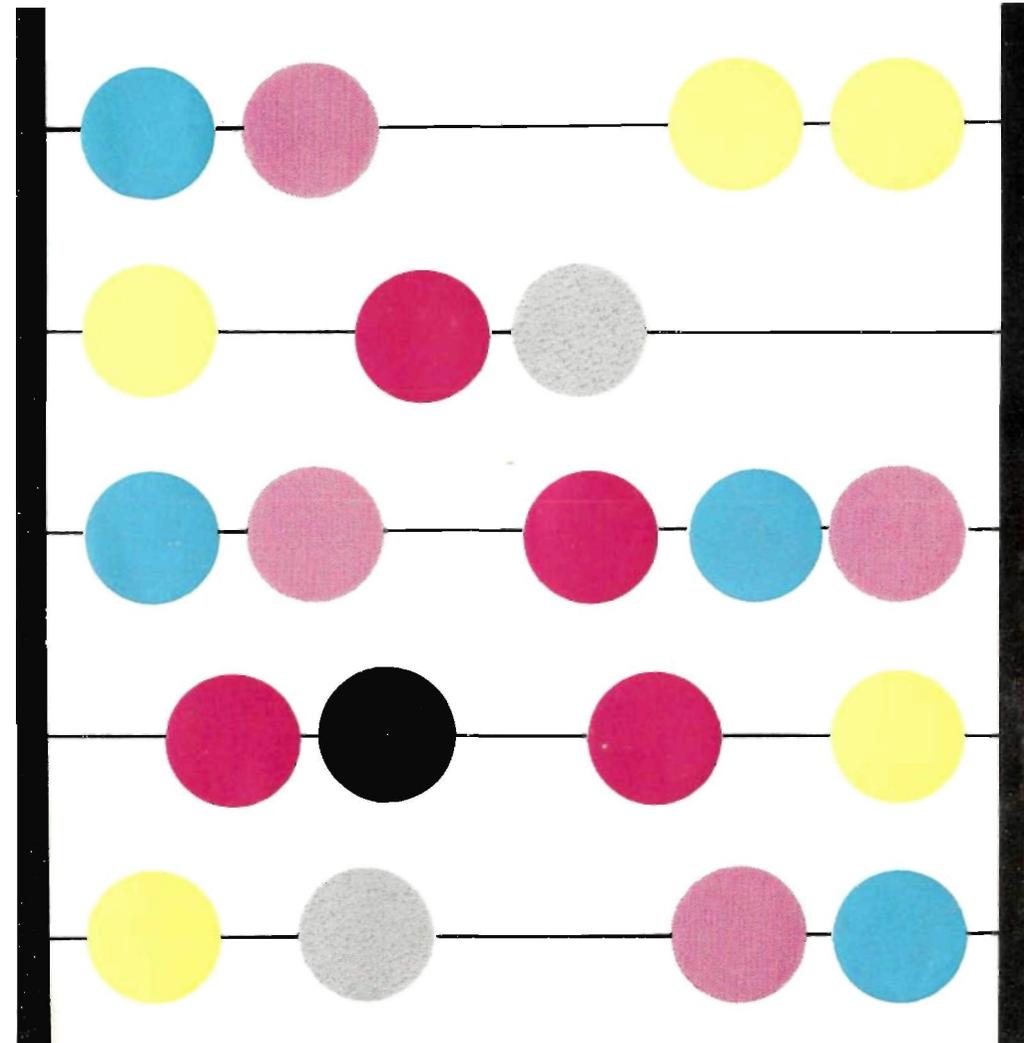
# ILFACHROME ●

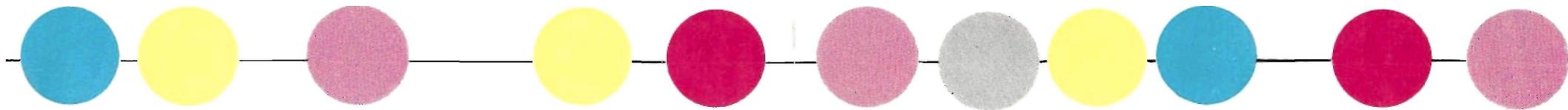
and COLOUR SERVICES by ILFORD

## ● ILFACHROME and colour services



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Taking pictures in colour is extremely easy; certainly it is no more difficult than taking black-and-white pictures, and in some ways it is even simpler. All you need, in addition to colour film is a camera designed to use 35 mm. film in standard cassettes.

An excellent choice of camera would be one of the Ilford Sportsman range, all of which have maximum lens apertures of *f*/2.8. This makes them ideal for pictures in very varied lighting conditions.

## ILFACHROME

Whether you are a newcomer to colour photography or have had some experience already, the film you choose is important. Ilfachrome is a highly versatile material which, after processing, gives you quality Ilfachrome transparencies ready for projection or viewing in a hand or table viewer.

In addition you can have Ilfachrome colour prints made from your transparencies in either of two standard sizes; they can be duplicated, or black-and-white negatives can be supplied, enabling you to make first class black-and-white prints and enlargements.

Ilfachrome is for use out of doors in daylight. It can be used for flash pictures indoors too, with blue flashbulbs.

## PROCESSING

After you have exposed your Ilfachrome film it will be processed without further cost. All you have to do is to replace the cassette in the container in which it was supplied, slip it in the linen bag provided, write your name and address clearly on the label and post it off.

After processing, your Ilfachrome transparencies will be returned to you in card mounts ready for viewing or projection, unless you prefer to have them unmounted and in strip form. To be really safe, protect your transparencies from dirt and scratches by mounting them in Ilford Sportsview transparency frames.

## ILFACHROME PRINTS

You can have enlarged Ilfachrome prints, in either of two standard sizes, from any make of 35 mm. colour film transparencies. From 24x36 mm. transparencies the prints are 3¾ x 5½ inches or 5½ x 8¼ inches in size and have a 3/16 inch white border.

The larger prints are returned to you in an attractive grey slip-in mount with a support for display.

If your transparencies are smaller than 24x36 mm., though on 35 mm. perforated film, the prints are made to the same degree of enlargement as the prints from standard-size transparencies and so will be proportionately smaller than the standard-size prints, and without a white border or mount.

Transparencies for printing must be sent either as single unmounted transparencies or in card mounts and will be returned in card mounts after printing; transparencies bound between glass cannot be accepted. Ilfachrome prints are made on a tough, durable white plastic base and have a brilliant gloss.

The smaller Ilfachrome prints cost 2s. 6d. each, with a minimum order of

four from one or more transparencies. The larger prints cost 7s. 6d. each including the mount, and no minimum order is required. Ilfachrome prints may be ordered through any Ilford Dealer.

## CHOOSING TRANSPARENCIES FOR PRINTING

Before sending your transparencies for printing, examine them carefully to decide which ones will make good colour prints. The best way to do this is to hold them close to a sheet of well lit white paper, and look at them with a magnifying glass.

Colour transparencies which have detail in both highlight and shadow areas will generally make good prints. If you want to have prints made from transparencies which were exposed in full sunshine, for preference choose those in which the sun was behind you. In sunshine, back-lighting can also make an excellent transparency for printing provided that the only extreme highlight is the rim lighting on your subject.

Correctly exposed transparencies taken under soft lighting, hazy sunshine for example, usually make good colour prints. Transparencies with large areas of highlight or shadow, or both, do not generally make good colour prints. Over-exposed transparencies will not make good colour prints, but slight under-exposure need not cause rejection unless there are large areas of shadow without detail. Ilfachrome prints made from sharp transparencies show excellent definition; but only sharp transparencies will make sharp prints. Scratches and dirt on the transparency may show up on the print, but you can detect such blemishes easily if you examine the transparencies with a magnifier, holding them up to a distant light source.

## ILFORD COLOUR FILM DUPLICATES

Ilford Colour Film Duplicates are copy transparencies the same size as your original, made by a process which employs a masking technique. This means that the copies are a close match to the original transparency. Duplicates can be made from any type of transparency on 35 mm. perforated film in formats up to 24 x 36 mm., and the cost depends on the number required. Prices of duplicate transparencies from the same original and ordered at the same time are:

Single duplicates . . . . .	3s. 0d. each
2 to 99 duplicates . . . . .	2s. 0d. each

Transparencies for duplicating should be given to an Ilford Dealer and should be sent unmounted as single transparencies or in card mounts. They will be returned mounted in new card mounts, and any information recorded on your old mount will not be transferred.

## BLACK-AND-WHITE NEGATIVES

Black-and-white negatives, from which excellent black-and-white prints and enlargements can be made, can be produced from any colour transparency original on 35 mm. perforated film in formats up to 24 x 36 mm. The price of black-and-white negatives is 2s. 6d. each and no minimum order is required. Transparencies should be given to any Ilford Dealer in card mounts or as single unmounted transparencies and will be returned in new card mounts, and any information recorded on your old mount will not be transferred.