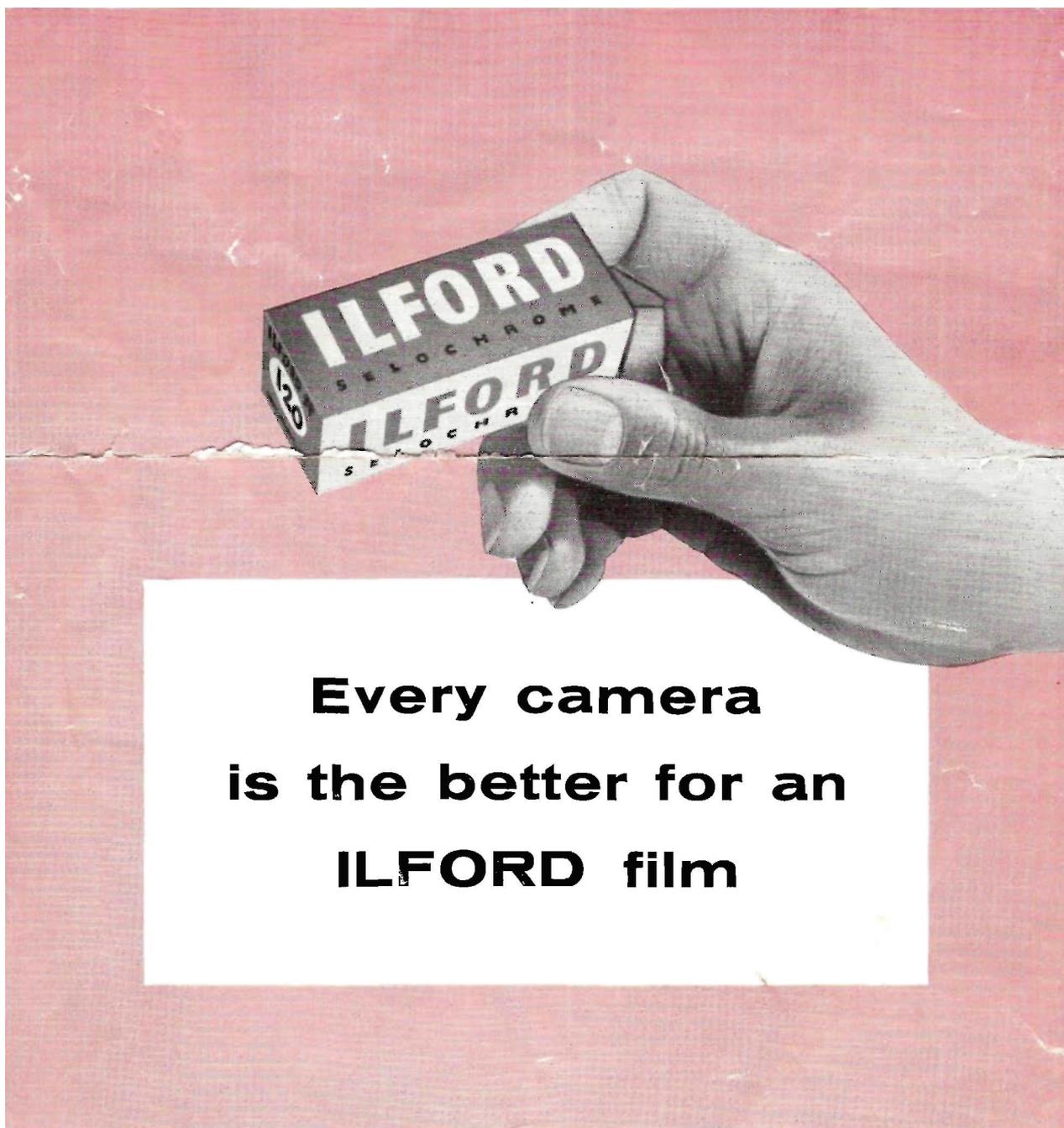


JUNE 1960

ILFORD *SUMMER* *PHOTONEWS*



**Every camera
is the better for an
ILFORD film**

monophen

THE FIRST ONE-BATH DEVELOPER-FIXER IN THE COUNTRY

 **At last, one-stage processing of negative materials is a practical proposition. MONOPHEN is a revolutionary new Ilford product that combines the functions of a developer and fixer in one solution**

It is suitable for the one-stage processing of any Ilford black-and-white roll or 35mm film and, moreover, you can't over-develop! Compared with conventional processing, Monophen has lots of other advantages, too.

Only one solution necessary

One bottle of Monophen on your shelf—that's all you need for all your roll and miniature film processing. No fixers or stop baths, just one bottle of this amazing processing solution.

Processing simplified

Nothing could be easier, just pour working-strength Monophen into your developing tank, pop in the film, agitate it continuously for the first half-minute and intermittently after that, then, six minutes later, your film will be ready for washing.

Over-development impossible

With Monophen, you just can't over-develop. Even if you get called away to the telephone, if your darkroom clock goes on strike (or doesn't strike!) or if you feel like putting on the kettle for a 'cuppa', DON'T WORRY—your film will be perfectly safe, perfectly developed, completely fixed, and all ready for the wash.

Temperature is not critical

We won't say you can throw away your thermometer, but you don't have to be fussy about the exact temperature of

Monophen. Anything between 65° and 80°F (18°-27°C) is quite all right.

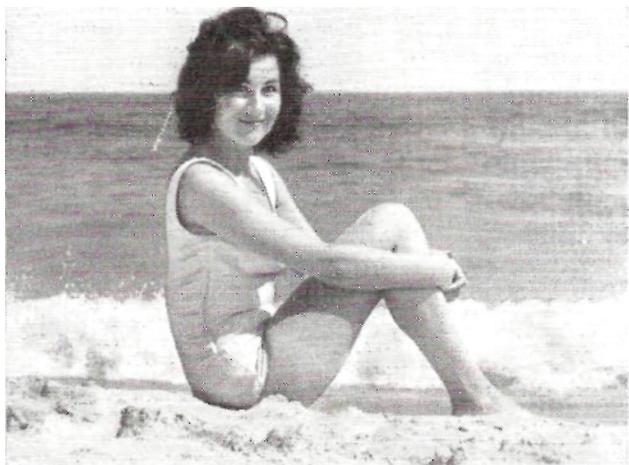
Contamination staining impossible

With only one solution in use, staining due to cross-contamination between developer and fixer just can't occur.

Processing times constant

With Monophen, there are no calculations necessary to find revised processing times for the second and subsequent films, because 1 litre of working-strength solution will process 12 roll or miniature films, without significant change of activity, in the same time of 6 minutes each. Similarly, you need not worry about 'fixer' exhaustion, because that part of Monophen will do its job perfectly as long as the 'developer' continues to work.

Go to your photo dealer to-day and buy a bottle of Monophen. It is supplied as a concentrated liquid in a 500-cc. polythene bottle at 8/9d., needing only dilution with an equal quantity of water.





Get to know

ILFACHROME

In the shops now, this new 35mm reversal colour film is a worthy successor to ILFORD Colour Film 'D'

Here is a film which will not only delight the many thousands of Ilford Colour users, but will win hosts of new friends when they discover just how good colour transparencies on Ilfachrome can be. What are its special features? Well, there are three principal ones.

- Improved overall colour rendering.
- High definition.
- Scratch-resistant backing.

Let's look at these points in a little more detail.

Improved Colour Rendering

Ilford Colour Film has always been noted for its colour rendering. Now Ilfachrome is even better. Constant research has resulted in the production of improved colour formers (the things that make or mar the colour in a colour film), and these have been incorporated in the new film. The result? Even better and more natural colour reproduction than ever before! Let's emphasise, though, that Ilfachrome concentrates on *natural* colour rendering—it gives you pictures that are faithful reproductions of the original scene, pictures that are bright and sparkling without exaggerated colours on the one hand or dull, lifeless hues on the other.

High Definition

The thicker the emulsion layer in a film, the more difficult it is to get really high definition. When it comes to colour films with three emulsions (and Ilfachrome is one of them)

the problem is really complicated. But Ilford technicians have solved it. Ilfachrome gives you really sharp, really crisp colour transparencies.

Scratch Resistance

You can retouch enlargements, but you can't spot a 35mm transparency. Even so, on the screen your colour pictures are likely to be bigger than any black-and-white enlargement you usually make, and so blemishes are going to be that much more obvious. That is why Ilfachrome's new scratch-resistant backing is such a boon.

The recommended meter settings for Ilfachrome in daylight are:

Weston Master III (and ASA).....	10
Weston Master I & II	8
BS	21°
DIN	11°

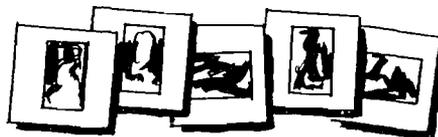
Although intended for daylight use, Ilfachrome will give perfect results with blue flashbulbs, and can be used in photoflood lighting with an Ilford Filter No. 351. However, this filter reduces the speed appreciably, and so Ilford Colour Film 'F' (with or without a filter) is recommended for photoflood exposures, as well as for flash exposures with *clear* bulbs.

Go to your photo-dealer to-day and buy a cassette of Ilfachrome in its gay, new pink-and-blue packing.

20 exposures	22/9d.
36 exposures	34/1d.

Prices include processing

Keep 'em under cover. . .



your transparencies we mean! Ilfachrome transparencies are returned to you after processing in very stout, serviceable card mounts, but there is really no substitute for mounting between glass. And one of the quickest, easiest and most effective ways of mounting them is to use the new ILFORD SPORTSVIEW TRANSPARENCY FRAMES.

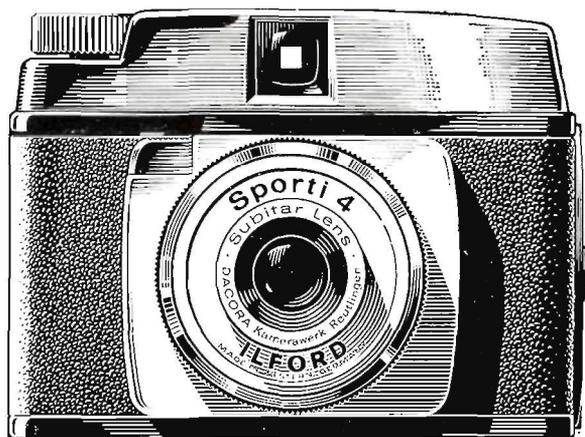
The frames are made of opaque black plastics. The transparency and cover glasses are held in place by a "quick-

seal, quick-release" white plastics strip making it simplicity itself to mount transparencies or take them out again.

The frames have two grained panels (one for vertical shots and one for horizontal) engraved into the plastics, to take adhesive titling strips. They are supplied in plastics boxes (which are very handy for storing your transparencies) and the price, complete with cover glasses and box, is 8/3d. for 20 frames.

THE ILFORD

Sporti 4



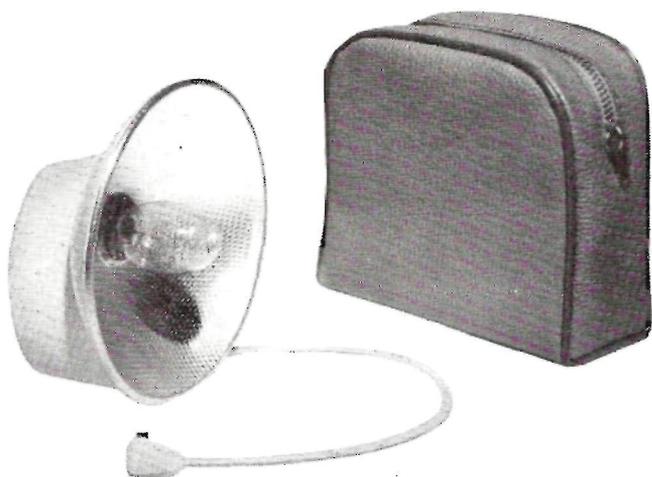
Here is a new Ilford roll film camera for the younger members of the family or anyone who wants superb snapshots with the minimum of fuss. A really great little camera, the Sporti 4 is in the same value-for-money class as the Sporti and the Super Sporti.

Priced at only 49/8d., it takes twelve pictures, $1\frac{5}{8}$ inches square on 127 film. The quality of the fixed-focus lens is such that it will give really pin-sharp pictures at any distance from 8 feet to infinity.

The Sporti 4 is an all-the-year-round camera, too. Load it with Selochrome Pan film in summer or HP3 in winter, set it to 'Sunny' or 'Cloudy' according to the weather . . . and away you go! No worries about shutter speeds, f/ numbers or focusing—what you see through the big optical eye-level viewfinder you will get on your print.

What is more, the Sporti 4 does not restrict you to outdoor snapshots. The single-speed shutter is synchronised for flash and there is an accessory shoe on top of the camera to take a flashgun, such as the Ilford Sportilux.

All in all, the Sporti 4 is a joy to look at and a joy to use. Its smart, two-toned body is styled in the modern manner and fits comfortably in the hands. The film-wind knob is flush with the top of the camera, and the press-button shutter release is fitted into the top left-hand corner of the lens panel. The body of the camera is covered with black leatherette and the exposed metal parts are finished in silver-grey. ALL THIS FOR 49/8d.! (Ever-ready case 17/5d)



STOP PRESS

In your photo-shop NOW!

The new Ilford SPORTILUX flashgun is now at your photographic dealers. Priced at only 22/5d. (battery extra), it takes capless bulbs and has a reflector with a satin-finished surface. It is fired by a B.122 battery through a capacitor which stores the current and fires the bulb even when the battery is at its last gasp. The Sportilux is complete in its own zip plastics case.

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