

# ILFOMATIC UNIVERSAL50 CAMERA



Welcome to the family of Ilford camera owners.

Your Ilfomatic camera has been carefully designed to make it easy for you to take superb photographs. Just drop in an Ilford 126 Instant Cartridge film, close the back, wind on until it stops and - snap ! The picture is yours.

With this camera you can take pictures in colour or black and white, and when you attach a flashgun - available from your dealer- it's as easy to take pictures indoors as it is in bright sunlight.

We know you will be anxious to start taking pictures. But before you load your first film, may we suggest that you spend a few moments reading this instruction leaflet. You will then be sure of getting the best possible results from your camera and film. Happy shooting.

## FILMS TO USE

Your Ilfomatic camera takes Ilford 126 Instant Cartridge Films. Ilford make three types of film for your camera - each giving twelve pictures.

### ILFORD SUPER COLORPRINT

Ilford Super Colorprint is the one you'll choose when you want sparkling colour prints. You get your colour prints neatly mounted in an attractive spiral-bound 'Personal Print Album'- protecting your prints and making it easy to show them to your friends. From your colour negatives you can also have Enprints made — at any time.

### ILFORD SUPER COLORSLIDE

Ilford Super Colorslide is for taking brilliant colour slides - slides you can project onto a screen, or look at in a hand viewer. These slides are attractively mounted in plastic frames and come to you in Ilford's exclusive Quick Look Viewing Sheets.

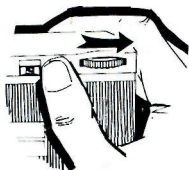
### ILFORD BLACK AND WHITE

Ilford Black and White is a fast film for high quality black and white photographs. They can be developed and printed by your local photographic dealer. Enprints 3½ x 3½ inches are usually supplied but bigger enlargements can also be made.

## LOADING



loading the cartridge.



winding the film

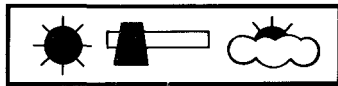
Push up the catch at the end of the camera and swing the back open. Drop in a 126 size film cartridge - it will only go in one way. Close the back of the camera and make sure the catch holds it closed. OPERATE THE WINDING WHEEL ON THE BACK OF THE CAMERA UNTIL IT STOPS. Your camera is now ready to take its first picture. The number appearing in the window in the camera back tells you the number of the picture you are about to take. (One or two of the same number may appear - 1 or 1.1).

For shooting in bright sunlight set the lever (see illustration) to the sun symbol. When the sun is not shining brightly, set the lever to the cloud symbol. In dull weather there will not be enough light for the best colour pictures but good black and white pictures

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can still be taken. Remember however that a film once started should not be taken out until it has been used up.

For flash pictures also set the lever to the cloud symbol and see 'Shooting with Flash'.



sunny



cloudy and  
for flash

## TAKING PHOTOGRAPHS

Attach the wrist strap and slip the loop over your left wrist.

Do not photograph anything closer than 4 feet.

Sight your subject through the viewfinder - then gently press the shutter release on the front of the camera all the way down to take the picture.

Now wind on the film by operating the winding wheel until it stops. You are now ready to take the next picture.

If you have not wound on to the next number you cannot take a picture. Take care not to strain the shutter release by pressing it when you have not wound on.

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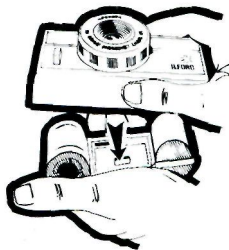
## SHOOTING WITH FLASH

Obtain an Ilfoflash flashgun and a supply of AG1B flashbulbs from your photographic dealer. After fitting it with the appropriate battery, attach the flashgun to the accessory shoe on top of the camera. Move the camera setting lever to the cloud symbol.

For colour pictures stand between 4 and 8 feet away, for black and white pictures stand between 4 and 12 feet away from your subject. Sight your subject in the viewfinder and gently press the shutter release all the way down to fire the flash and take the picture.

See the flashgun instructions for ejecting the used flashbulb. Wind on the film ready for the next picture.

## UNLOADING



When the last picture (number 12) has been taken, operate the winding wheel once or twice more and it is then safe to open the camera back and remove the film cartridge.

Follow the instructions given with the film and have your film processed as quickly as possible.

Remember to insert a new Ilford 126 Instant Cartridge Film - so your camera is ready for the next picture.

# CAMERA CARE

Keep the camera clean. If it is used on the beach do not allow sand to get inside or on the lens. To clean the lens, blow away loose dust and lightly wipe with a soft clean handkerchief.

An ever-ready zip pouch case designed especially for your camera - the Ilford Universal Camera Case - can be obtained from your photographic dealer.

Always make sure your camera is working correctly before taking it away on holiday - or before using it to take important pictures.

NOTE. The camera shutter will not operate until the cartridge is loaded and the film wound on until it stops.

Constant improvements in Ilford products mean that minor changes in the design or specification may occur from time to time. It will not always be possible to amend the instructions at the same time and the right to alter the design and specification without notice is accordingly reserved.

## ILFORD

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## Accessories for your Ilfomatic Universal 50 camera

Two very useful accessories can be obtained for your camera: a flashgun extends its scope, a carrying pouch helps protect and keep it in first class condition.

With the special flashgun you can take pictures indoors after dark, photographing parties, taking portraits and recording important family gatherings. Small, inexpensive and easy to use, it fits directly to the camera accessory shoe. There is no wire to plug in—the contact is made automatically in the shoe.

The zip-fastening carrying pouch keeps your camera clean and protects it when it is not in use. When you use the camera the pouch hangs from the wrist strap.

Both these accessories are available from your photo dealer—visit him and examine them.

### Important

Note that the camera shutter does not work until you have inserted a film cartridge.

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