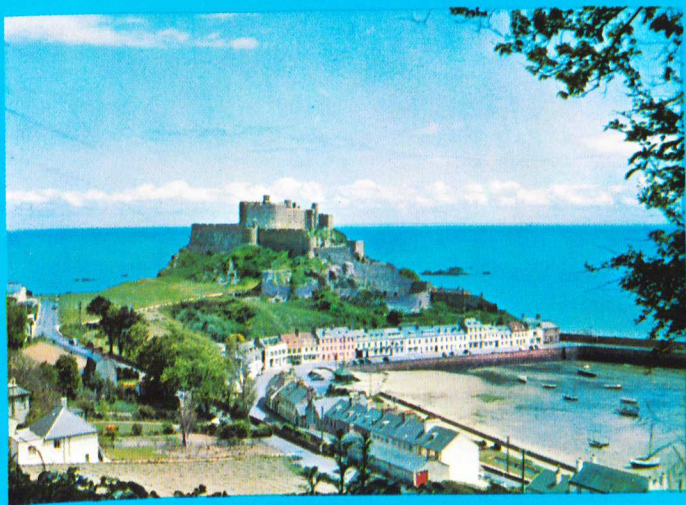


capture the beauty &
gaiety of **JERSEY**



on
KODAK
FILM



The magnificent scenery and sunshine of Jersey provide you with many new picture-taking opportunities—beach scenes, seascapes or beautiful countryside. Here are a few tips on the best 'Kodak' Colour Film to use.

For transparencies in natural colour use 'Kodachrome' II, 'Kodachrome-X' or 'Ektachrome-X' Film. From these transparencies you can also have made 'Kodachrome' Prints and Enlargements.

For colour prints use 'Kodacolor-X' Film. You can have 'Kodacolor' Prints or Enlargements, or black-and-white prints.

All these colour films are available in a wide range of sizes to fit most cameras—whether simple, fully adjustable or one of the popular 'Instamatic' cameras. And if you wish to record your shots in black-and-white, 'Verichrome' Pan Film will provide you with sparkling prints.

The exposure guide on the back cover will help to ensure correct exposure.

*Pictures marked thus * are by courtesy of British Travel Association*



One of the highlights of the Jersey holiday season is the famous "Battle of the Flowers". The colourful floats provide a unique opportunity for dazzling colour pictures. Be sure to fill the frame of your viewfinder, hold the camera really steady and s-q-u-e-e-z-e the shutter release for a perfect picture.



The procession passes by twice. Afterwards, the major prize-winning floats will be on display—so you get plenty of chances for taking pictures. With simple cameras, wait until the procession pauses, or follow its movement as you press the shutter release—this will avoid blurred results. And finally, make sure that the sun is not shining directly into the camera lens or exposure meter window.



EXPOSURE GUIDE

- 'Instamatic' 25 Camera In bright or hazy sunlight, slide the speed lever to ☀
If cloudy, but bright, slide the speed lever to ☁
- 'Instamatic' 100 Camera In bright or hazy sunlight, simply keep the sun behind you and steadily press the shutter release. If cloudy, but bright, set the camera as for flash (but remove bulb if fitted).
- 'Instamatic' 200 and other "dial-the-weather" cameras. Simply set the pointer to the weather condition.
- 'Instamatic' 300 and 400 and other "automatic" cameras. Just let the electric eye set the exposure.

Cameras with Limited Adjustments These can be divided into two main classes:

Cameras having two stops or lens apertures. These may be marked "Colour" and "B & W", "13" and "14", or "f/11" and "f/16".

Cameras having two shutter speeds, possibly marked "30" and "60", listed in the exposure table as "slow" and "fast" respectively.

Refer to table below. Check the light conditions for the picture you wish to take. Select the stop or shutter speed indicated, and take the picture.

'Kodak' Film	Bright or Hazy Sun distinct shadows	Weak Hazy Sun soft shadows	Cloudy Bright no shadows
'Kodachrome-X' 'Kodacolor-X' 'Ektachrome-X'	B & W 14 f/16 fast	Colour 13 f/11 slow	Colour 13 f/11 slow
'Verichrome' Pan	B & W 14 f/16 fast	B & W 14 f/16 fast	Colour 13 f/11 slow

Fully Adjustable Cameras—Daylight Exposures for Average Subjects

'Kodak' Film	Bright or Hazy Sun distinct shadows	Weak Hazy Sun soft shadows	Cloudy Bright no shadows	Dull (or shaded but open to clear sky)
'Kodacolor-X' 'Kodachrome-X' 'Ektachrome-X'	1/125 f/11 EV 14	1/125 f/8 EV 13	1/125 f/5.6 EV 12	1/125 f/4 EV 11
'Kodachrome' II Daylight Type	1/125 f/8 EV 13	1/125 f/5.6 EV 12	1/125 f/4 EV 11	1/60 f/4 EV 10
'Verichrome' Pan 'Plus-X' Pan	1/125 f/16 EV 15	1/125 f/11 EV 14	1/125 f/8 EV 13	1/125 f/5.6 EV 12

Light subjects (on light dry sand) : 1 stop less exposure.

Nearby side-lit or back-lit subjects under bright sun : 1—2 stops more exposure.

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