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Your pictures of

# LONDON'S CHRISTMAS LIGHTS

Still or Movie

A **Kodak** Exposure Guide



'Kodak' Films are available to give you colour prints, colour slides or black-and-white prints. There is a 'Kodak' Film suitable for your camera—see your Kodak dealer.

### FULLY-ADJUSTABLE CAMERAS

The exposures given in the table will give you the best rendering of the brightest parts of the subject—the illuminations themselves. When you take a general view, give **four times** this exposure; you will get more shadow detail and a fair over-all result. Both daylight-type and artificial-light films will give pleasing results, but pictures on daylight-type film will have the warmer colours.

### 'INSTAMATIC' CAMERAS

With 'Instamatic' Cameras, you can get acceptable results by keeping to the brightest subjects: neon signs, Piccadilly Circus and Regent Street. Preferably, shoot at dusk or when the streets are wet. Load your camera with 'Kodachrome-X' Film, 'Ektachrome-X' Film or 'Kodacolor-X' Film ('Verichrome' Pan Film for black-and-white).

SUBJECT
REGENT STREET DECORATIONS
OXFORD STREET DECORATIONS
PICCADILLY CIRCUS
TRAFALGAR SQUARE
SHOP WINDOWS

## CHRISTMAS IS A TIME FOR FLASH PICTURES

You can shoot those family-get-together pictures in colour too—with flash.

When you take flash indoors with a simple camera, follow the instructions supplied with the flashholder. With adjustable cameras, use the recommendations given in the table below.

<b>BLUE FLASHBULBS</b>	AG1B PF1B, MF1B Type 1B	2" reflector } 4" reflector
<b>'KODAK' FILM</b>	Flash-to-subject distances and Guide Numbers at 1/30 second, X-synchronization	
'Kodachrome' II 'Kodachrome' II Type A (with 'Wratten' 85 Filter)	f/8 EV11 LSN6 Guide Number 72	} 7-11 feet
'Kodachrome-X' 'Ektachrome-X' 'Kodacolor-X'	f/11 EV12 LSN4 Guide Number 110	} 8-12 feet
High Speed 'Ektachrome' Film, Daylight Type	f/16 EV13 LSN2 Guide Number 180	} 9-13 feet

Guide number divided by the flash-to-subject distance, in feet, will give the appropriate lens aperture (*f*/no.). In small, light rooms, close down one stop. Out of doors, at night, with flash as sole light-source, open up one stop.

### 'INSTAMATIC' CAMERAS

With 'Instamatic' Cameras take flash pictures within the distance ranges given below.

'Instamatic' 25 and 50 with 'Instamatic' Flashholder	4-8 feet
'Instamatic' 100	4-8 feet
'Instamatic' 200 and 204	Set the flash pointer to the subject distance
'Instamatic' 300 and 400	5-10 feet
'Instamatic' 104 and 304	4-9 feet

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For the best results use the slower shutter speed. To do this with 'Instamatic' 25 and 50 Cameras, turn the speed lever to the setting for flashbulbs. On 'Instamatic' 100, 300 and 400 Cameras raise the flashholder fully and remove bulb if fitted. With 'Instamatic' 104 and 304 Cameras insert a used flashcube. With 'Instamatic' 200 and 204 Cameras set the pointer to cloudy dull.

### 'BROWNIE' 44A & 44B, AND KODAK 'AUTOSNAP' CAMERAS

Load with 'Ektachrome-X' Film or 'Kodacolor-X' Film ('Tri-X' Pan for black-and-white), set the camera to the largest aperture (smallest number) and shoot the brightest scenes.

### BROWNIE 'CRESTA' AND KODAK AUTO 'COLORSNAP' 35 CAMERAS

Load with High Speed 'Ektachrome' Film ('Tri-X' Pan for black-and-white), set the camera to the largest aperture (smallest number), and shoot the brightest scenes.

### KODAK 'COLORSNAP' 35 AND 'COLORSNAP' 35 MODEL 2 CAMERAS

Load with High Speed 'Ektachrome' Film ('Tri-X' Pan for black-and-white), set the camera to EV 9½ and you will get good results from any of the subjects listed below.

### KODAK BANTAM 'COLORSNAP' 3 CAMERA

Load with 'Kodachrome' II or 'Kodacolor-X' Film ('Verichrome' Pan for black-and-white) and set to EV 9½. Any but the very dark subjects will give you acceptable pictures.

### MOVIE CAMERAS

With movies you can capture in sparkling colour all the patterns, movement and gaiety of the Christmas illuminations. With fully-automatic cameras just leave exposure to the electric-eye. Use the table below for adjustable cameras. For best results with 'Instamatic' M2 and M4 Movie Cameras, insert the filter key.

SUBJECT	STILL Colour film and exposure			STILL Black-and-white film and exposure			MOVIE f/No.
	'Kodachrome' II Daylight and Type A	'Kodachrome-X' 'Ektachrome-X' 'Kodacolor-X'	High Speed 'Ektachrome' Daylight and Type B	'Verichrome' Pan and 'Plus-X' Pan	'Tri-X' Pan	'Royal-X' Pan	
REGENT STREET DECORATIONS	f/2 1/8	f/2 1/15	f/2 1/30	f/2 1/30	f/4 1/30	f/5.6 1/30	f/1.9
OXFORD STREET DECORATIONS	f/2 1/8	f/2 1/15	f/2 1/30	f/2 1/30	f/4 1/30	f/5.6 1/30	f/1.9
PICCADILLY CIRCUS	f/2 1/30	f/2.8 1/30	f/4 1/30	f/4 1/30	f/8 1/30	f/11 1/30	f/1.9
TRAFALGAR SQUARE	f/2 1/4	f/2 1/8	f/2 1/15	f/2 1/15	f/2.8 1/30	f/4 1/30	f/1.9
SHOP WINDOWS	f/2 1/15	f/2.8 1/15	f/4 1/15	f/4 1/15	f/8 1/15	f/11 1/15	f/1.9

At shutter speeds of 1/4, 1/8 and 1/15 second, it is essential to use a tripod. If possible, also use a tripod at 1/30 second; otherwise you must brace yourself firmly, then press the shutter release steadily for a sharp picture. If it is windy, wait until the decorations are still before taking pictures (except of course with movies).

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'Instamatic' 25 and 50

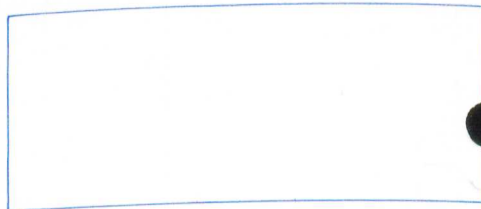
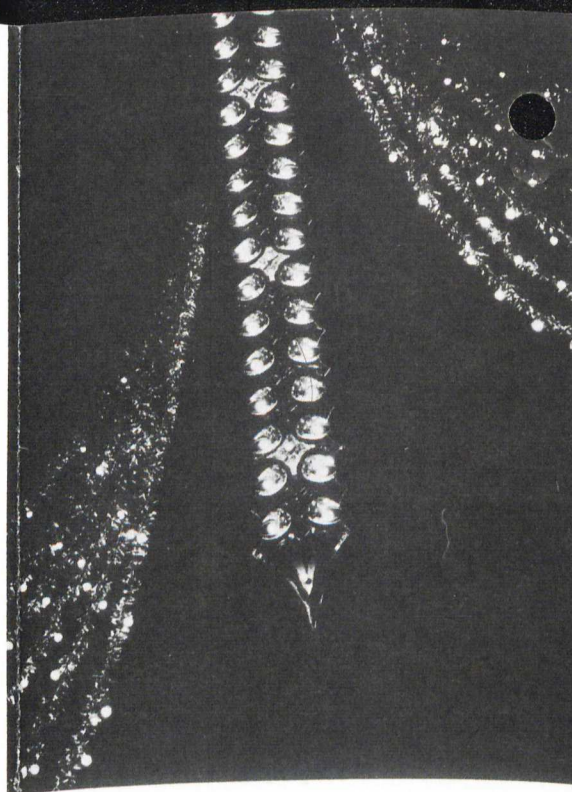
With 'Instamatic' Flashholder 4-8 feet

'Instamatic' 100 4-8 feet

'Instamatic' 200 and 204 Set the flash pointer to the subject distance

'Instamatic' 300 and 400 5-10 feet

'Instamatic' 104 and 304 4-9 feet



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