

Photographing
LONDON'S
CHRISTMAS LIGHTS

In Still and Movie

A **Kodak** EXPOSURE GUIDE

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-all-over result. Both daylight-type and artificial-light films will give pleasing results, but pictures on daylight-type film will have the warmer colours.

'INSTAMATIC' 50, 100, 200, 300 & 400

With 'Instamatic' 50 Cameras—slide speed lever down. With 'Instamatic' 100, 200, 300 and 400—raise Flashholder *fully* and remove bulb if fitted. Stick to the brightest subjects: neon signs, Piccadilly Circus, and Regent Street. Preferably shoot at dusk, or when the streets are wet.

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

Load with 'Ektachrome-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

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

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

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.

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	'Kodachrome' II and 'Ektachrome' II
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 DECORATIONS	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
PICCADILLY CIRCUS	f/2.8 1/30	f/4 1/30	f/5.6 1/30	f/5.6 1/30	f/11 1/30	f/16 1/30	f/2.8
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 1/30	f/2.8 1/30	f/4 1/30	f/4 1/30	f/8 1/30	f/11 1/30	f/2.8

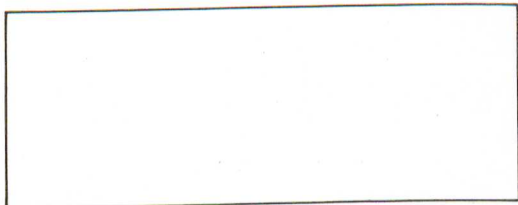
COLOUR AT HOME THIS CHRISTMAS

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 guide numbers below.

'KODAK' FILM	BLUE FLASHBULBS Flash-to-subject distances and Guide numbers at 1/30 second, X synchronisation	
	AG 1B OR PF 1B No 1BS 2" reflector	4" reflector
'Kodachrome' II 'Kodachrome' II Type A (with No 85 Filter)	f/8 EV 11 LSN 6	7-11 feet GN 72
'Kodachrome-X' 'Ektachrome-X'	f/11 EV 12 LSN 4	8-12 feet GN 110
High Speed 'Ektachrome' Film, Daylight Type	f/16 EV 13 LSN 2	9-13 feet GN 180

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.

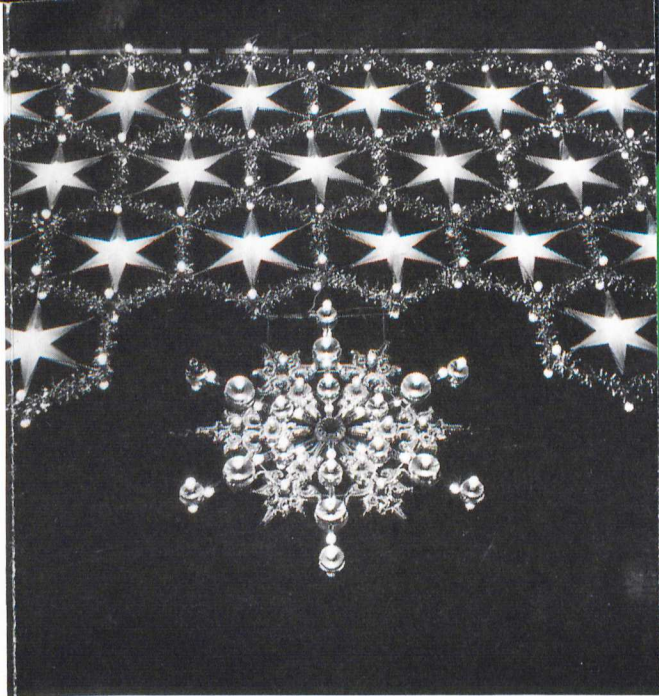


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