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NAME AND
ADDRESS

HERE

And post coupon to Houghton-Butcher (G.B.), Ltd., 88-89, High Holborn, London, W.C.1, when a booklet dealing with Ensign Cameras will be sent—quite free.

PRINTED MATTER

Why Ensign Film gives Better Snapshots.

SPEED.

The speed of Ensign Films is not the speed that merely builds up density on the high lights, but the speed that brings out the half tones and the delicate details that make the difference between a beautiful photograph and a passable one.

UNIFORMITY.

Taking any fairly correct exposure, you can always rely on getting the same quality under similar lighting conditions.

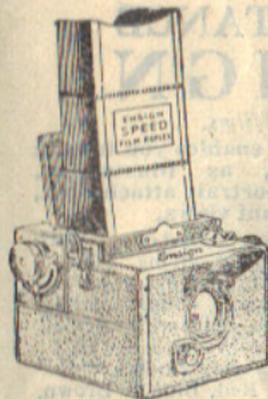
LATITUDE.

From any comparative tests it will be found that Ensign Films have quite unusual latitude, thus compensating for considerable error in exposure.

STONE VALUE.

Examine and compare the delicate gradations in the tones of an Ensign negative, and you will appreciate the great capacity for faithful reproduction of tone values.

A Remarkable Achievement.



ENSIGN Speed Film REFLEX

For $2\frac{1}{2} \times 3\frac{1}{4}$ roll films.

This Roll Film Reflex, with fast focal plane shutter, combines the advantages of the reflex camera with the handiness, portability and lightness of the roll film.

Mahogany body, film registering device, simple loading, easy set shutter, giving speeds up to $1/500$ th second. Aldis-Butcher guaranteed anastigmats.

Prices, fitted with

Aldis-Butcher Anastigmat f/4.5 £10 10 0

Aldis-Butcher Anastigmat f/3.4 £12 12 0

Do you know that you can buy Ensign Cameras of £5 value and upwards on Easy Terms. Ask your Dealer for particulars.

There
are
a few
useful
hints
inside

—and a
free offer
too

Memorise these points
and you'll get better 'Snaps'

YOUR best snapshots will be those taken in brilliant sunshine when you can give "Instantaneous" exposures. When the light is dull or your subject in deep shadows, use a tripod or similar support for your camera, and give a "Time" exposure—an "Instantaneous" picture would be under-exposed.

It is always better to give a little too much exposure rather than too little.

Always try to select the best view point, and get the best composition into your picture—it makes all the difference.

90 per cent of your pictures will probably be made of your friends. Do not put them in front of brick walls, as though they were going to be shot—select a nice background.

Try to get the sun at your right, or at your left. Never have it directly in front. Avoid having it directly behind—this tends to make your pictures dull and lacking in contrast.

Be sure all your subject is included in the finder..

Hold the camera firmly, and level.

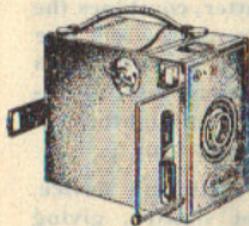
Press the shutter gently.

*Big Close-up Portraits or Landscapes at any distance
—you can take them all with an*

ALL-DISTANCE ENSIGN

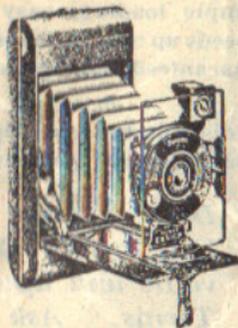
For 2½ × 3¼ roll films.

This wonderful camera enables you to take "close-up" portraits, as illustration, without the use of a portrait attachment, and also distant views.



Box Model. With shutter giving "Time" and "Instantaneous" exposures, simple loading, film registering device, direct vision & re-25/- flex view finders. In Red, Blue or Brown, with leather case to match, 30/-

Pocket Model No. 1. With shutter giving "Time," "Brief Time" and "Instantaneous" exposures. Metal body, leather bellows. Simple loading, reflex and direct vision 37/6 view finders.



In Red, Blue, or Brown, with leather case to match, 42/-

No. 2. As No. 1, but with leather cloth covering, 3-speed shutter, film registering device, and leather handle, 45/-



Use the right film and the prints will look after themselves—

But it must be Ensign Film

See Special Offer Overleaf.