

INDOOR EXPOSURE CHART.	SECS.
Well-lit restaurant or room ...	4
Average room with 60-watt lamp	10
Ditto „ „ 100-watt lamp	5
Double the above exposures if light is shaded.	

Remember: Reset your camera

Good photographs are often spoiled by careless developing. Return your film to a Panda Agent for best results. He will be pleased to help you on any Photographic advice and keep you in good supply of PANDA rollfilms.

If you use a camera with lens and shutter movements, consult your exposure chart at speed rating 30° Sch.

DEVELOP IN TOTAL DARKNESS OR PAN SAFELIGHT.

Made in England by
PANDA ROLLFILM CO.
MITCHAM :: SURREY.

CELLULOID FILM BASE MANUFACTURED IN U.S.A.

PANDA

Celluloid Roll Film

**PANDA ROLL FILMS
ARE IN SHORT SUPPLY**

This Little Booklet
will help you get
Better Snapshots.

==== P A N D A ====

Celluloid Roll Film

PANDA rollfilm is the NEW film that gives you good pictures every time, indoors or out, in sunshine or dull weather. There is no need to leave your camera behind because the sun is not shining. Panda snapshots always come out. They are specially made for use in box cameras and its high speed enables everyone to take perfect snapshots indoors with the ease of a more expensive camera.

Every picture can be a success if you observe the following simple rules:—

1. Load and unload in subdued light, preferably indoors, keeping film tightly wound.

2. Keep rear viewing window covered up with a piece of adhesive tape except when winding over. (The latest cameras have a built-in cover as all panchromatic films are sensitive to red light, which can enter the rear window.)

3. Keep camera and lens clean. When at seaside, always carry camera in a case as sand and grit can jam shutter and scratch film.

HOW TO TAKE GOOD PHOTOGRAPHS.

Taking better snapshots is easy if you follow the "Know-how" professional advice below:—

Better Portraits.

NEVER have the sun behind the camera when taking portraits or groups . . . it makes the subject squint and look uncomfortable.

Have the sun behind, or to the side of the subject, or better still, in the shade. Avoid brick walls as backgrounds.

Better Landscapes and Views.

Views always look better if an object is in the foreground. A tree, farm-cart, or part of a building improves the perspective and frames the picture.

The Panda rollfilm will secure lovely cloud effects without the use of a filter.

If you want heavy, dramatic effects, your Panda stockist can supply a filter for a few pence.

Better Photographs Indoors.

Set your camera on TIME, resting on a firm surface. View picture in the usual way, SUBJECT AND CAMERA MUST NOT MOVE DURING TAKING TIME.