

# ILFORD PRESS RELEASE

Maurice Seymour  
Public Relations Officer to Ilford Limited  
Flat 10, 140 Park Lane, London, W.1  
Telephone: Mayfair 4634/3195  
At night: Forest Hill 2806

PHOTO CALL:

ILFORD

'Amateur Night'

- JANUARY 5

A Photo Call has been arranged in connection with the above. It will take place at 11 am on Thursday, January 5, at the ILFORD Photographic Centre, 133/135 Oxford Street (opposite Bourne & Hollingsworth).

The present Oxford Street window will by then have been cleared; and the special Boat Deck scene (see story) will have been erected in its place. The other Studios will be put up later in the day.

All three models will be present, in the clothes they will wear that evening, and a group of amateurs will be on hand to photograph them.

The picture as we see it will, therefore, be the girl (or girls) being photographed by the amateurs - with the Oxford Street crowds looking in from the Street.

Please advise Maurice Seymour (MAYfair 4634/3195) if you wish to cover.

END

30 December, 1960.

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And oh what  
fun there'll be!

## Three Studios For Next ILFORD 'Amateur Night'

First it was one; then it was two; now there's to be three!

Here's the story ...

When ILFORD, the photographic manufacturers, first thought of inviting amateur photographers along to the Photographic Centre, 133/135, Oxford Street, London, to photograph a model girl free-of-charge, they weren't quite sure what to expect.

Now they say ...

"The response amazed even us. Over 1,000 people attended in two hours, and parties came from all over the country."

So it was announced that instead of one Studio for the next ILFORD 'Amateur Night' on January 5, there would be two.

Now it is doubtful whether even these will be enough, so three Studios are to be erected. Coming in from London's cold streets you can immediately go off to the blue Mediterranean where a glamorous model will be smiling at you from a ship's rail. Afterwards, if you need to cool off a bit, there's a Winter Setting with, on a toboggan, the kind of poppet everybody dreams about. And if you tire of all this (although this is not very likely!) there's a cosy room with an even

cosier model, waiting to pose for you there.

No wonder there's such a rush to be in on the next ILFORD 'Amateur Night'. But not to worry, there's room for everyone. No tickets are necessary. All you need is a camera, a film, and some flashbulbs. And if you leave your camera behind, you can even borrow one.

"If you're shy and don't want to take pictures we shall still be pleased to see you ..." say ILFORD. "Anyway, there's a highly interesting exhibition running at the same time called 'Atom in Camera' - so either way round there's plenty to see".

Thursday is a late night in Oxford Street when all the stores are open until 7, and some later. So why not let the women folk shop, while you have a couple of hours on your own?

The ILFORD Photographic Centre is midway between Oxford Circus and Tottenham Court Road. Buses 7, 8, 23, 32 and 73 pass the door.

END

29 December, 1960.

Editor's note: The ILFORD Photographic Centre is a large L-shaped affair, and has two main windows - one in Oxford Street; the other in Wardour Street. The Boat Deck will be erected in the Oxford Street window; the Winter Scene in the Wardour Street one, with the Room Setting amidships.

Pictures available on request.

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