

# PHOTO UPDATE

## Part II "Film Information"

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Have you gone into a photographic store lately to buy a roll of film for your camera? There is a tremendous choice of film types and your best bet is to simply tell the salesman what type of picture you will be taking and let him make the choice. With the information in this article, you will now be able to better understand the type of film and make the choice yourself.

There are a number of different film brands on the market today with Kodak being one of the most popular. For convenience, only Kodak brand names will be referred to in this article, but you can purchase other brands with similar characteristics.

Film has four basic characteristics — speed, graininess (texture), contrast, and sensitivity to light.

Both black and white, and color films are rated by a "film speed" number which is designated as ASA. This number indicates how sensitive that film is to light. The higher the ASA number (i.e. 400) the greater the film sensitivity.

Films with a high ASA number have a coarse texture and produce a negative with more grain. These negatives are less suitable for photo enlargements.

Under poor lighting conditions, films with a high ASA number (more light sensitive) are best since they will absorb more of the available light. If you are planning to make enlargements, consider a film with a low ASA number (i.e. 100 or lower). The negatives will have a finer grain and the enlargements will be much sharper and clearer.

Don't forget, if you are taking publicity pictures which will be used in a magazine or newspaper as a black and white picture, use a BLACK AND WHITE film. The editor will appreciate it!

Select the film that best suits your photographic requirements and you will be pleased with your pictures. If you have any questions or problems concerning film, discuss them with a reputable photographic dealer. You will now have a better understanding of the subject.

Let's look at some film types and when they should be used:

**BLACK & WHITE FILM** (Kodak Brand names are used for convenience only)

— produces a negative from which a black & white photograph is made.

**PANATOMIC X (32 ASA)**

— excellent film for making photographic enlargements.  
— good on sunny days.  
— good with flash.

**PLUS-X PAN (125 ASA)**

— good general all-around black & white film when you don't know what the lighting conditions will be like.  
— good with flash.

**TRI-X PAN (400 ASA)**

— good in low light conditions.

— good for photographing moving subjects or sporting events.

— limited enlargement capabilities.

### COLOR NEGATIVE FILM

— produces a negative from which a color photograph is made.

**KODACOLOR II (100 ASA)**

— a good general-purpose color film.  
— just right for most picture taking situations in daylight or with electronic flash or blue flash bulbs.  
— many custom photo establishments can make acceptable black & white prints from this color film.

**KODACOLOR 400 (400 ASA)**

— good for photography in low light areas (i.e. using existing lights in a house).  
— the film has a coarse texture which is less suitable for photo enlargements.

### COLOR SLIDE FILM

— produces a color slide or transparency which is projected onto a screen for viewing.

**KODACHROME 25 (25 ASA)**

— film has extremely fine grain and high sharpness.  
— excellent film for capturing color quality.  
— designed for use in daylight, or with electronic flash or blue flash bulbs.  
— film must be sent to Brampton, Ontario for processing. The cost of the processing is included in the purchase price.

**KODACHROME 64 (64 ASA)**

— a medium speed, color slide film for general picture taking.  
— designed to be used in daylight, or with electronic flash or blue flash bulbs.  
— as in the case of Kodachrome 25 — the purchase price includes processing.

### EKTACHROME SLIDE FILMS

— a feature of EKTACHROME films is that many photographic labs provide 24 hour developing service with these films.

**EKTACHROME 64 (64 ASA)**

— an excellent film for general slide picture taking.  
— colors are vivid and detail is clear.  
— a good film for picture taking on overcast days or in shaded areas.  
— designed for use in daylight, or with electronic flash or blue flash bulbs.

**EKTACHROME 200 (200 ASA)**

— these high speed color slide films are used for photographic sports events and action subjects as well as dimly lighted scenes illuminated by existing light.

**EKTACHROME 400 (400 ASA)**

— is especially good for indoor scenes illuminated by existing daylight. Both films are designed to be used in daylight, or with electronic flash or blue flash bulbs.