

A Glamorous Industry

The high quality research at Ilford Limited was reflected in the global success of the firm. The company became a household name with customers worldwide.

"... It was an international company, it probably still is... we'd have visitors from America coming over and... we went to Turkey to see the agents out there, Cyprus, the agent out there in Cyprus helped us with [a] shoot with a colour film."
Keith Davidson

"... I remember we had to go out to Photokina [the world's largest photographic trade show, based in Germany], two of us for this big exhibition when Ilfospeed was launched and we had a travel department and they arranged it all for us..."
Michael Walden

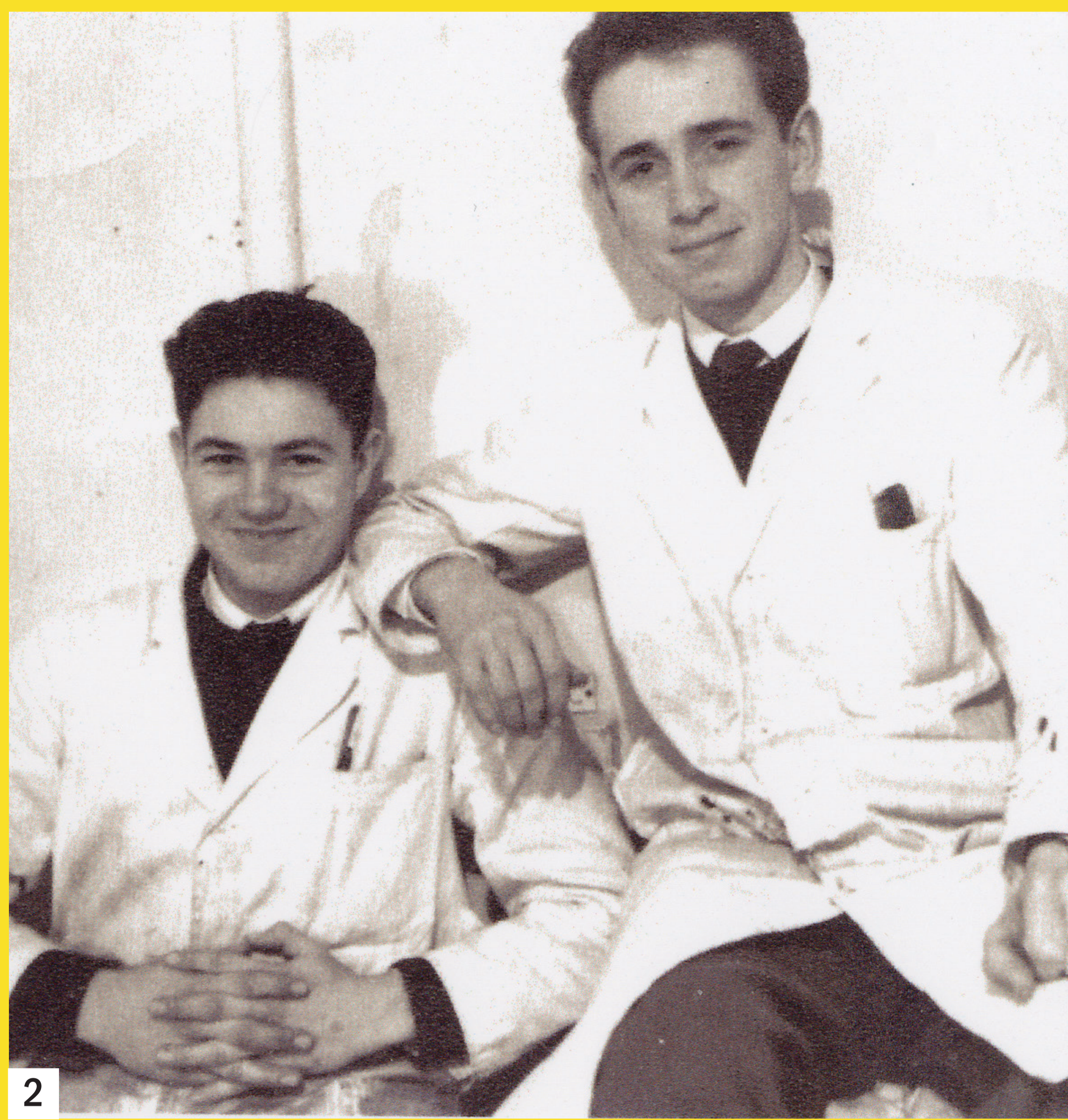


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Apprentices were keen to work for Ilford Limited and to progress through the company.

"Ilford was always referred to as The Limited by local people, 'Get a job at The Limited', to get a job at The Limited was a good job, it was good company, good pension... reliable, secure company." David Alcock

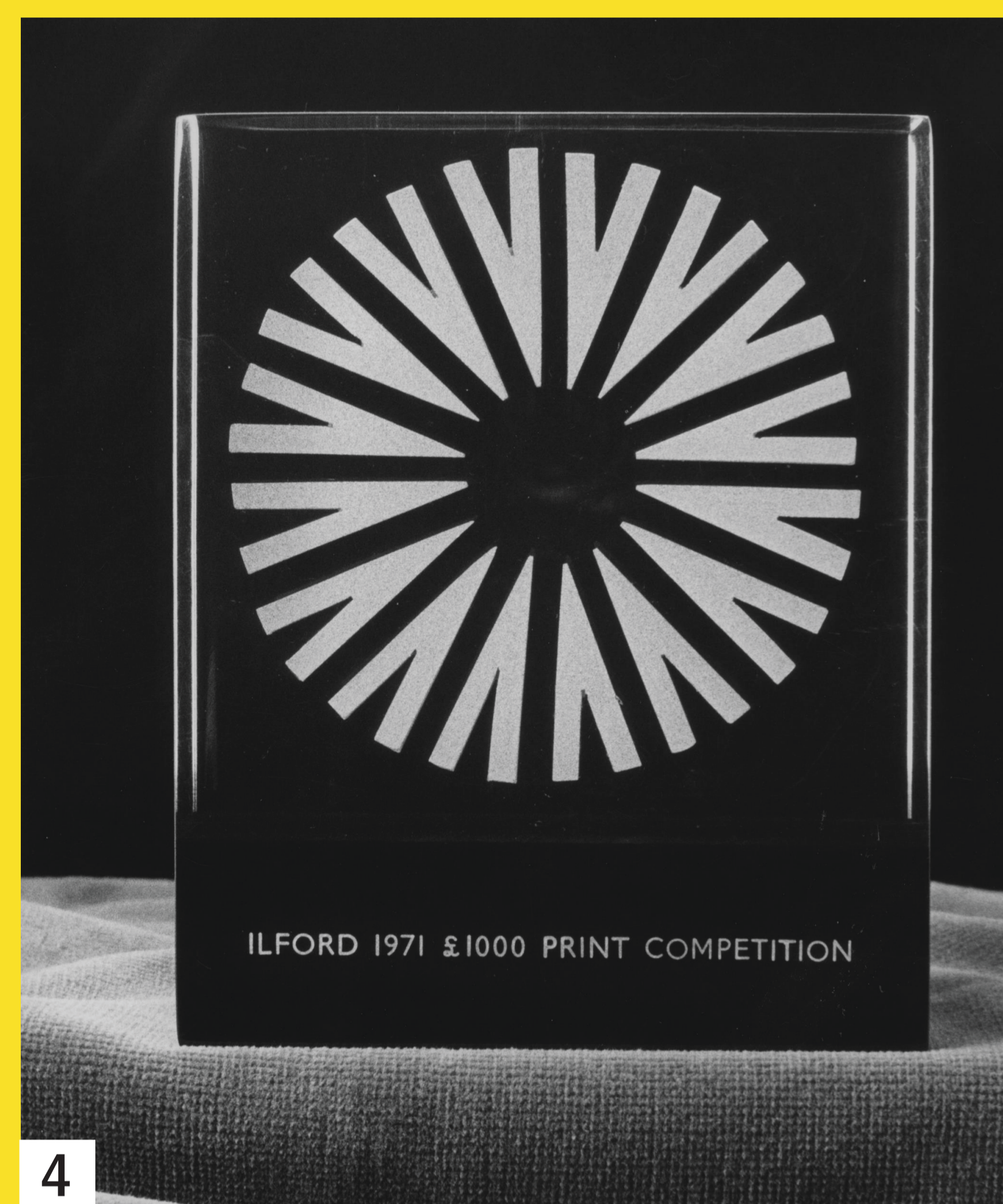
"...There used to be a restaurant at the top of Cranbrook Road, just before you got to Valentine's Park called Mario's and occasionally if we had important visitors - and I was progressing quite well, because although I hadn't got my degree, by the time, well before I got my degree, I'd actually sort of been doing some quite original sort of stuff. So I'd get invited to meetings and - various pow-wows - and I'd go out to lunch to Mario's. For example, about 10 of us would go up to lunch if we'd had sort of distinguished visitors from other places like ICI... and there was wine at the table, you know. Wonderful!" David Alcock



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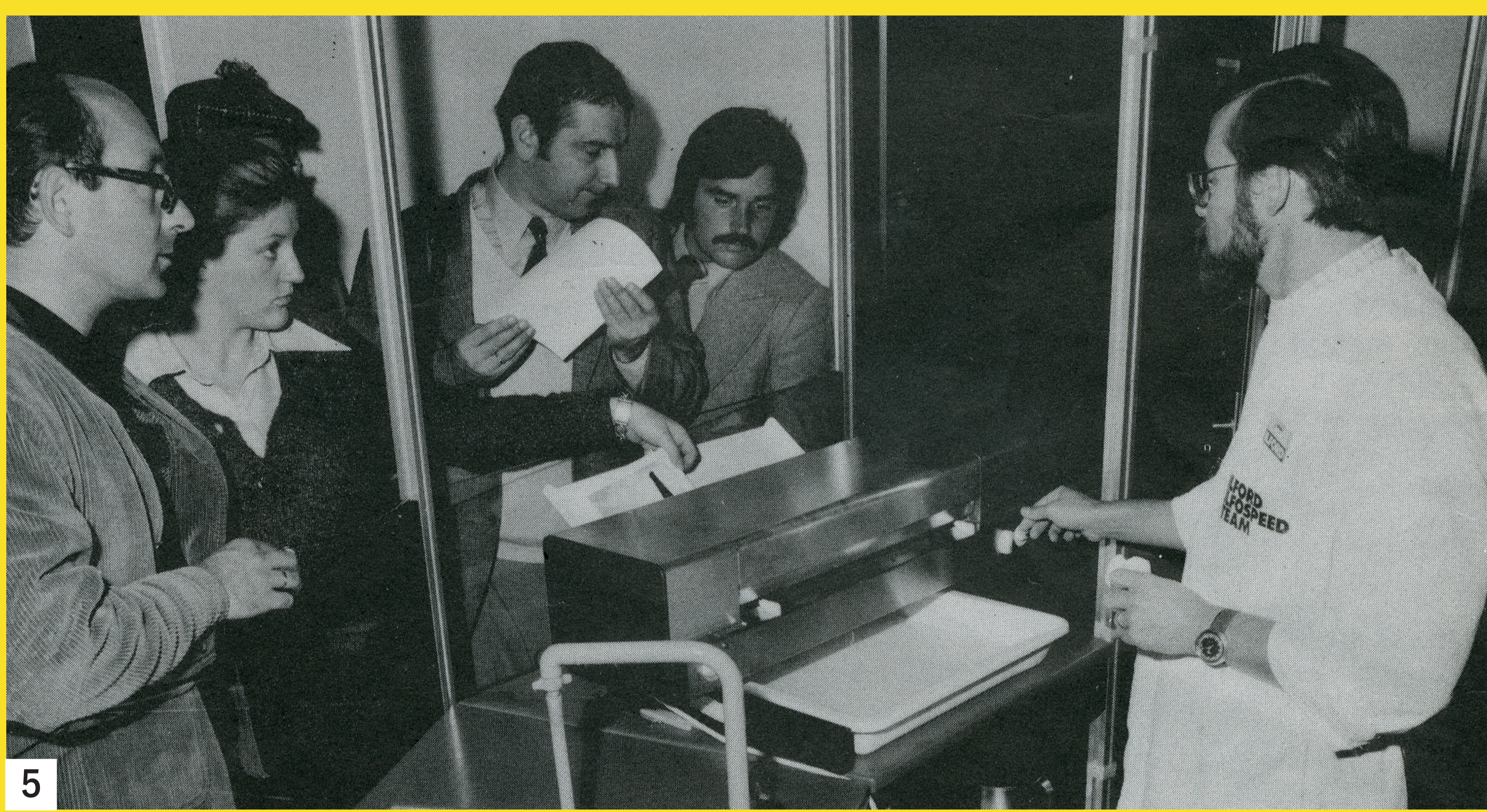
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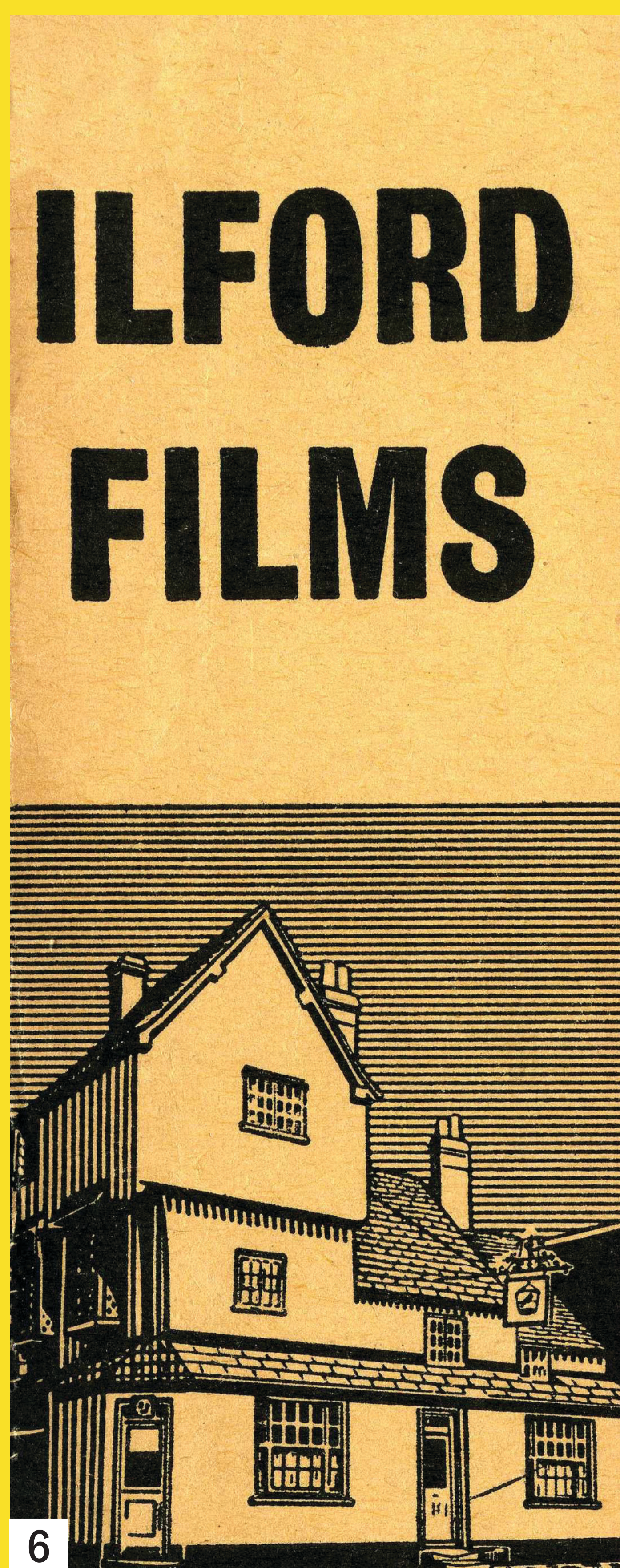
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To increase the prestige and recognition of the Ilford name the Ilford Awards were created, a competition for photographers and printers with a £1000 prize.

"... There used to be an evening reception in London to which all the photographers and printers were invited. We normally had a very good speaker come along to present the prizes..." Michael Walden



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The Faces & Places

Pictures (top to bottom):

1. Keith Davidson conducting HP5 batch testing, Canary Islands, 1977. Copyright Keith Davidson.
2. Malcolm Kennedy (left) and David Alcock, Lab Apprentices at Rodenside Laboratory, 1958/9.
3. HP5 sales training for German Reps at Battlebridge with a 1930's Mercedes Tourer, 1976. Copyright Keith Davidson.
4. Ilford Print Award, 1971. Copyright Keith Davidson.
5. A demonstration of the Ilfospeed system to photographers from across the world at the Ilford stand at Photokina, 1974.
6. An Ilford Film advert, post 1945. The 'Films for Faces and Places' marketing campaign was incredibly successful and made Ilford a household name. Copyright Maurice Fisher.

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www.hidden-histories.org.uk

