

# IN FOCUS

with  
Stew Martin



Who cares if the sun don't shine. Bad weather can be ideal weather for taking pictures if you just follow the rules.

A lightly overcast sky sheds a soft, all embracing light that reduces contrast. Perfect conditions for making soft, flattering close-ups of people. Colors are softened to subtle pastels and the built-in squint of the typical family portrait is gone.

On completely overcast days, landscapes and buildings look dreary, and skies appear bald and flat. Avoid taking landscapes on these days, but if you have to, keep your camera pointed low enough to eliminate that uninteresting sky. Look around for interesting close-ups.

During or after a rain, look for reflections in puddles. Children in their colorful red, yellow and orange rain coats and rubber boots make wonderful subjects. Again, keep the sky out of the picture and don't forget to keep your lens dry. One spot of water can foul up your pictures, but good.

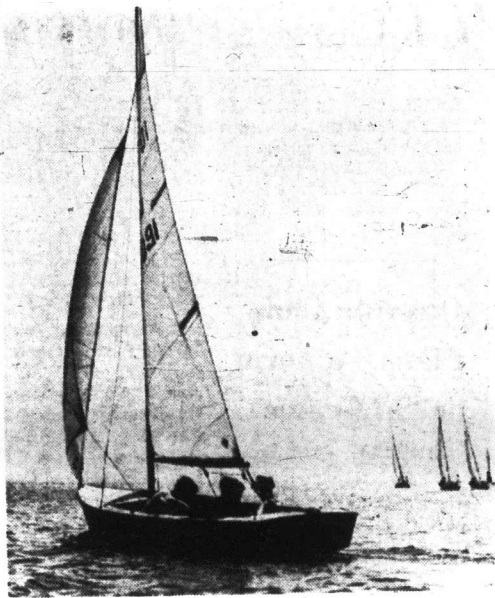
Whenever the sun doesn't shine, whether because of fog, mist, clouds or rain,

the same rules apply for making good pictures. Keep your camera pointing down to eliminate the dull sky. Shoot close ups, instead of distant views. Use a skylight or decamired filter to warm up the blue tones of poor day, and above all, use a light meter to be sure of proper exposure.

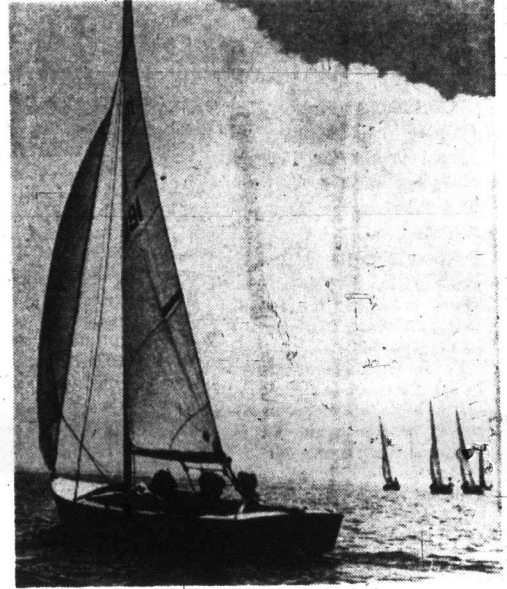
Two years ago Kodak came out with a little book entitled "Here's How." It covered all sorts of techniques for taking outstanding pictures and had sections on nature photography, bad weather, glassware, exposure meters, table top shooting and an excellent guide for night pictures.

"Here's How" proved to be so popular that another book rolled off the press last year, called "More Here's How." It delved into titling techniques, some frank talk about lenses and multiple flash to name just a few of the unusual subjects.

This is the year of the "Third Here's How" which contains sections on photographing children 'naturally,' 'pushing' color film to double its ASA rating, photographing wild flowers,



This picture shows a drab uninteresting sky.



With a cloud added in the darkroom, it becomes alive and interesting.

Flash and the Traveler, the Kodak colorama, and slide showmanship.

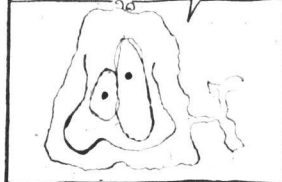
All three books are packed tight with picture taking ideas, as well as the

'here's how' of them. Far from being cold technical manuals, they have been written by people so familiar with their subject that the technical 15 letter words

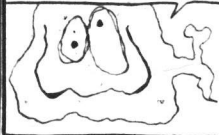
have been converted into everyday language that even your wife will understand. At 85 cents each, the "Here's How" books must be about the best photogra-

phic bargain around. If your local camera store doesn't have them, drop me a line in care of this paper. I'll see that they are made available to you.

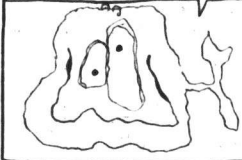
BEFORE MY DIET I USED TO BE QUITE A CHUNK OF LARD! BUT...



I FOLLOWED MY DOCTOR'S ORDERS AND WENT TO TIC VANNY'S WEIGHT REDUCING PLAN.



I LOST 320 POUNDS IN ONE WORK OUT! JUST ONE SLIGHT PROBLEM...



MY DORSAL FIN KEPT GETTING CAUGHT IN MY BICYCLE SPOKES!



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