

LIGHT READING

Published by  
The Toledo Camera Club  
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TCC AMATEURS COULD  
MAKE PHOTOGRAPHY PAY

It has been suggested by a TCC member that the club ought to have a committee whose duty it would be to send a limited number of the best prints in each salon to photo magazine contests. The committee idea is swell, but for the sake of not delaying any action on the part of individual members it might prove profitable for those individuals to submit their own prints. How much of this is done, is not known. That is, in regard to local contestants. However, if any able bodied members feel they would like to organize a committee for this purpose let them speak.

For those interested here's a chance to cash-in for fun or profit with some of their present prints or those forthcoming. Thanks to the magazine, THE CAMERA, here's the dope:

Wheaties Buying Adphotos

Knox Reeves Advertising, Inc., 600 First National Bank Building, Minneapolis, Minn., want to see photographs suitable for use in Wheaties advertisements. Both general subjects and those having a farm flavor will be considered and formerly-accepted pictures may be found in American Weekly, This Week, and the various farm publications for the past year.

Pictures must be 8 x 10 glossy and a model release and sufficient postage for return must be enclosed. Action and human interest, plus high technical excellence, is requisite.

From ten to twenty-five dollars will be paid by the agency for each picture accepted.

COLOR SLIDE STANDINGS

|                      | Slides Entered | S'lides Accepted |
|----------------------|----------------|------------------|
| Winship Brown .....  | 4              | 1                |
| Worth Brown .....    | 4              | 0                |
| Wayne Dority .....   | 8              | 4                |
| C. E. Hatch .....    | 3              | 0                |
| L. D. Hiett.....     | 7              | 2                |
| Harry Johnston ..... | 4              | 0                |
| Bob Showman .....    | 6              | 1                |
| H. L. Smith.....     | 2              | 0                |
| L. A. Walker.....    | 4              | 1                |
| James Huffer .....   | 4              | 1                |

A NOTE FROM YOUR EDITOR:

On Becoming A Speaker



L. J. McGrady

lowing instructions, that's a good line. The better known you are, the less you have to do. After all, you're busy and fame should replace facts.

After explaining what you didn't prepare and how you left your material home, etc., get the audience on the defensive. There are several ways. Maybe you've just learned something new and they aren't up on it. If so, dwell on their backwardness. This takes up time and builds you up fast. Get in a good lick here about the superiority of your club. Egotism is permissible.

Assume authoritative manner. This takes practice but it covers lack of preparation, makes impression. Disagree with several experts some way. This dazes listeners and you can coast till they recover. Also establish your associates, while groping, by referring to big-wigs as simply "Alex," "Max" "Joe" etc.

Should you accidentally think of something tangible, find out if the crowd is dumb about it. If so, give it the works. Modestly intimate you stumbled onto it, but don't say so because some wise guy may have read the same book. Squelch anyone who ventures similar information. Use sarcasm or plain arrogance, but beat 'em down.

Prepare for your wind-up. Offer to answer questions but use care here. Cut the first ones off sharp or you may get caught. Once you discourage 'em become impatient with lack of queries. Now with emphasis and dogmatic approach let those famous lines ring out about, "Anybody can be as good as me if they just stick to one developer . . . read instructions . . . watch temperatures . . . etc." You have arrived.

Applause.

(Continued from page one)

canny shooting with gun-mounted cameras that accounts for the unusually relaxed and natural actions of the birds and game in his movies. The magnificent photography plus the amusing commentary make up a grand show that you won't want to miss.

Wherever the speaker has appeared he has bids for return lectures so you can highly recommend this to all of your friends, young or old. The show will be in the Collingwood Presbyterian Church Auditorium, April 17 at 8:15 P.M.

HIGH LIGHTS TO MAKE DEBUTE IN MAY

TCC To Have Thirty-Two Page Annual  
Covering Its Activities and The Things  
That Have Contributed To Its Progress

Your club is not the biggest nor the best camera club in the country because it still has to grow and it still has much to accomplish in the coming years. But it has made progress . . . it has thought up some new ideas . . . it has made itself known . . . it has increased membership . . . and it has, on top of this, made the grade financially.



IDEAS FOR OTHERS

We don't believe that you or anyone else would feel that making a boast of these things is justified—not in the face of what we can and still must do in the future. But that doesn't mean that our ideas can't be passed on to others.

For this reason, the story of how one club has organized itself . . . maintained interest . . . engaged in USO . . . assisted in city planning . . . tackled entertainment in wartime . . . and done a few new things too is all going to be told in "HIGH LIGHTS" which will be off the press in May.

National Publicity

Through classified ads, publicity and direct mail we expect to reach every club we can find listed. If other clubs find in this story a pattern or even a suggestion, it will have been worth the effort.

HIGH LIGHTS will not be just for clubs though. Camera fans will go for the photos reproduced and used generously throughout its thirty-two pages. There'll be "Print of the Month" reproductions, photos from the Toledo International Salons and story telling shots of club projects.

Better Order Early

There may be more details later but there is one point we want to make at this time.

FRYE'S TONING DEMONSTRATION  
INSTILLS NEW  
INTEREST

Toning is simple and it is effective. This was conclusively brought out in the talk and demonstration given by Larry Frye at the February 6th meeting. Of course there are many ways of toning incorrectly. For example, you can easily end up with degraded highlights, stains or whatnot; and some papers just won't take some toners, but Larry has been through a good many of these difficulties and was able to point them out for the benefit of his listeners.

Larry mixed toners as he went along with his demonstration to prove that there is no mystery in the mixing process. With assistance from other members, who supplied the leg-work to replenish the water supply, Larry was able to prepare several toners in quick succession. Starting with a number of prints, all made from the same negative, he toned them in Liver of Sulphur, a prepared Sepia toner, a Gold Toner recommended by Lootens and a Rapid Selenium Toner. The latter his favorite.

Some of the prints were then washed and put in a second toner to show some of the unusual shades and effects to be obtained with the retoning process.

That one thing concerns number of copies available. We think we will have plenty . . . but there is a shortage of paper . . . so it would be wise to have us put your name on the list.

Here is a friendly tip: Do it now . . . no, right now! Use the coupon below (but if you wouldn't cut your LIGHT READING for the world) mail a penny post card. Copies will be mailed in order of requests received.

HIGH LIGHTS Editor  
L. J. McGrady  
Rt. 9, Alexis Rd.  
Toledo 12, Ohio

Please reserve \_\_\_\_\_ copies of HIGH LIGHTS for me at .50 cents a copy.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zone \_\_\_\_\_

TONING SUGGESTIONS

By L. J. Frye

The following suggestions apply to toning on the chlorobromide papers. These are helps to be used along with the instructions furnished.

Selenium Toner is recommended for toning in the various shades of brown. Action may be stopped at any time with this toner, so very slight or intense results can be obtained.

Gold Toner is good for the colder, blue tones. It too can be stopped at any point.

When using the above toners, make projection print slightly lighter than usual; both of these intensify. When using the bleach and redevelop types, make print darker than usual.

For best results, fix prints in a non-hardening hypo.

Wash prints thoroughly—about an hour on the Selenium; two hours on the blue. Carry over of hypo will degrade highlights or stain the print, or both.

Prints can be toned immediately or dried and toned later. If later, soak prints before toning.

Always agitate prints while in toning bath.

Wash thoroughly after toning. If emulsion is softened by toning action, harden print by immersing in a hardening fix bath or with a formalin hardener.

Suggested Reading: Lootens on "Photographic Enlarging and Print Quality."

USE

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