

Camera

Sharp Shutterbugs Take Clear Photos

By IRVING DESFOR
Of the Associated Press

A reader asks: "How can I get sharp transparencies, good enough for reproduction? I'd like to sell some of my pictures."

It's a good subject for discussion so let's look into it. To get a sharp picture:

1. There must be NO camera movement. It takes a conscious effort to hold the camera still whereas people usually jab at the button or lever in a motion that may jar the camera at the same time.

When properly done, the camera is held firmly against the face (with an eye-level camera) or against the chest (with a reflex camera) and the release button is gently squeezed.

Many people can hold a camera and shoot at 1/25th of a second and get a sharp picture. Others require 1/50th or 1/100th to be sure of sharpness. The faster you shoot, the more likely you are to stop camera motion.

To eliminate camera movement completely, there's nothing like a firm tripod and a cable release. Unfortunately, tripods are something of a nuisance and most camera fans refuse to bother with them.

Then again, some tripods can be pretty shaky when extended on flimsy legs, especially when a wind is blowing. The point is, anyone going to the trouble of using a tripod should get one that is solid and steady.

2. Sharpness also depends on the angle of subject action, the type of subject action and the camera shutter speed.

It makes a difference if you're trying to get a sharp picture of a jet plane, a railroad train, an automobile, a bicyclist, a person walking or a child crawling. And it makes a difference whether they are coming towards you or going past and how far away they are.

It is easier to stop motion when an object or person comes toward the camera and when it is further away. Motion is harder to stop the closer it is to the camera and when it passes in front, from one side to the other.

For instance, if you were alongside railroad tracks, you could get a sharp picture of an approaching head-on train at 1/100th second if it were some distance away or at 1/200th if it were closer. However, it would probably still

be blurred at 1/1,000th of a second if shot broadside as it sped by.

For sharper pictures of ac-

tion, therefore, select a camera angle so that the action comes toward the camera and is not too close.

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Free Flight

Action on the wing was photographed by Henry J. Kaufman, Washington, D.C., with an ultra-miniature camera. It received a special award in the 4th Minox photo contest in which more than 8,000 entries were received from every section of the country.

BMR

reporter

Vanity Fair

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dress of Arnel jersey with
trimmed cardigan, 39.95.

Linen sheath with contrast-
ing stitch, 29.95.

Dresses, second floor.



We've always been proud of carrying Elizabeth Arden preparations but this reporter was never quite so impressed with the Queen of Cosmetics until a chance stay in the St. Francis Hotel last week found her a fellow guest. The vibrantly youthful originator of rare and wonderful preparations for beauty was making a two-day San Francisco stay between a business trip to Los Angeles and a holiday at her Arizona beauty retreat, "The Main Chance."

Everything is lavish about her, and the aura of success gives a lovely glow. Her clothes, her jewels, her air of worldliness enhance her reputation as a successful business woman as well as a woman of charm.

Carrying out the image is her salon, only two blocks from the St. Francis. Set back from the street by a small formal garden court, every accoutrement and accessory is the epitome of elegance. Stepping in the door, a wonderful fragrance envelops the visitor and, since Miss Arden has added fashions to her business, a discreet showing of gowns increases and heightens the picture of a woman of fashion.

Outside, at the curb, a French-speaking chauffeur, waited beside a Rolls Royce belonging to a customer having the "treatments." The bright sunlight shining through Union Square lent an almost authentic Parisian mood.

The San Francisco salon is only one of many and right now the London salon is basking in glory since it is permitted to bear the sign, "By appointment to Her Majesty, the Queen Mother."

Other honors continue to arrive for Miss Arden. On Jan. 31 the University of Syracuse will give her an honorary degree, while gleaming on the jacket of her black ottoman suit, was the red ribbon of the French Order of Chevalier de la Legion d'Honneur.

Her current enthusiasm is her 12th century castle in Ireland and the strain of Irish-American horses she is breeding there. Being an Irish landowner resulted in getting her beauty preparations accepted in the Shannon Airport free port shop, a difficult feat.

Her own beauty secrets? Exercise and more exercise! Miss Arden takes time every single morning, despite a hectic schedule that would kill most women, to perform a regular exercise routine. For hand and arm exercises she favors the hard rubber grippers found in golf shops. She squeezes these gadgets with circular and stretching arm motions regularly.

Secondly, she stresses the importance of face massage, using a kneading technique. Making lists of her hands, she works them around the chin line in a "home" version of the professional facial.

And what's new? The movie, "Lawrence of Arabia" has inspired a sunset-hued lipstick which has been named "Sheik" and will be very big this spring. Paler spring tones will have the names "Pink Amethyst" and "Pink Amethyst Overtones."

Expected soon in our store is her newest preparation, "Faint Blush." It's a foundation lotion which will give a glowing look, radiantly youthful.