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**THE MACLEAN PUBLISHING COMPANY LIMITED**

Commercial Printing Division  
143-153 UNIVERSITY AVENUE, TORONTO

This issue of Mayfair is a sample of our printing

## SHOOT !

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fast for the eye to take in conveniently.

"The composition of a picture is as important with a movie camera as with an ordinary one," said Mr. Proctor, in describing certain of the artistic phases of his vocation. "The only other factor to be considered is the need for movement. The position of the lights and shadows, the balance of the picture, the desirability of 'tying it up' with the occasion, all should be kept in mind. But it's hard to define what really makes a picture, just as it is difficult to define the quality that makes literature."

Speaking of the gentle art of "panoraming" brought forth an explanation of technique not unlike that of golf. "Your stance is with the feet braced well apart; the movement of the finder along the horizontal is done slowly and evenly from the hips; and you may brace the camera against your nose for extra steadiness. To take a panorama you start swinging the camera from one flank slowly toward the other, as gently as the head would be turned to allow the eyes to scrutinize and dwell upon each feature of the landscape. You devote more attention to the most attractive sections, and conclude the picture by a return to the most striking bit."

"Then you must watch your aperture and light; for the time of exposure is naturally constant upon a movie machine; and not have bright days and dull days too sharply contrasted on the screen, but have them, rather, of a common effect. As of old you must photograph the shadows for if you set your lens for high lights the values of the shadows will be lost. Personally I

like the 3.5 camera which has a good depth of focus and can take pictures in a relatively poor light."

"Have you ever got any funny pictures?" I asked.

"Well, I got a friend of mine in the act of falling in the mud. . . . But the camera stopped when he was halfway down," he added sadly. "And once I got my kiddies when they were getting out of bed. It looked like a slow motion picture when screened."

"It's very handy to have a camera with you on a fishing trip; then you can prove that you are not as big a liar as others suspect. Do you know the trick of catching a fish in short order for the camera? You photograph a fried casting, and then stop. Without either of you changing position, he continues to cast, and the instant he gets a strike you start again, and an effect of continuity of action is given in a very few feet of film.

"How do you get an impression of reversed action? All you do is to reverse the camera, turn it upside down. Then, when it is developed you turn the reversed section end for end and things appear to move backward. . . . It is simple. . . . There are tricks to the trade.

"A movie camera is useful in a business way, and I sometimes keep track of the progress of some engineering job or photograph some process, but it is best kept for pleasure alone. Salesmen use them however, and I have had men bring portable projectors into my office, set them up on the desk, pull down the blinds, and run through films showing the manufacture and capabilities of the particular article they were trying to sell."

## MAYFAIR'S LONDON LETTER

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each spacious chair and the color-schemes are inspirational to winning the rubber. Their quarters are just opposite the entrance to the Grosvenor Sporting Club where the Ice Rink is going as merrily as ever despite the fact that London now boasts of four ice-clubs.

What do you think is the latest idea? Not for this rink but another organization is planning skiing right here in London town! Who dare say that we are not progressive? Ski-runs, with artificial snow, are to be built under cover somewhat like a riding-school and there will be coached future champions of St. Moritz, to say nothing of Banff. It will, we hope, assist in alleviating the distress of last season when Victoria Station in war-time had nothing on Victoria Station, 1929, as the scene of

returning victims from Switzerland. They hobbled along—droves of them—carrying injured limbs—after such a jolly holiday of winter sports abroad!

Mrs. Sutherland Pack and Eleanor are habitués of the Grosvenor Sporting Club. They gave a dinner recently for a relation of theirs, Mr. Pete Mulholland, who has come over with the Bank of Montreal and we talked "Ice"—not of the club—but of the kelvinator, which, at Mrs. Pack's artistic little house in Eaton Terrace, makes delicious creams that are the envy of the many Londoners to whom refrigerators are yet a luxury. You see, sometimes our Canadian possessions are coveted, but it was unique to hear Regina lauded! Mr. Seymour Hicks and that pretty wife of his, Ellaline Terriss, who played Canada

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