

KODAK

*A Magazine for
the Men and Women
of Kodak in Canada*



JUNE-JULY • 1953



King and Bay Streets
Toronto

John Haines

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KODAK

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Kodak's Advertising Increased in 1953

AN IMPORTANT part of Kodak's overall merchandising plan is to broaden the photographic market and, by so doing, increase sales of photographic goods. Kodak has followed this policy for many years, making products designed to appeal to a greater number of picture takers... and then advertising them far and wide to develop a favorable market.

This year Kodak's advertising has increased in already established forms of reaching the public and also has extended into new fields of promotion. The foundation of this growth is in a revitalized approach to Kodak dealers, offering them "tailored" programs to make it easier to handle and distribute the excellent advertising material and carefully planned sales aids put out from Kodak Heights.

Promotion Program

The "5-Star" Promotion Program for Photo Finishers is a good example of the "tailored" or "packaged deal" idea working at its best. For many years Kodak has made direct distribution of major displays, including the now famous Kodak Summer Girl, to dealers who sell Kodak photographic products. This year, in addition to this extensive display distribution, the "5-Star" program has been offered to all photo finishers in Canada. It includes seasonal Display Kits planned for use during specified periods and available to finishers at a below-cost price for use by their dealers. Displays are supplemented in the program with envelope insert material planned to attract more photofinishing business.

The "5-Star" program, with the able assistance of Kodak representatives in the field, has been extremely successful. Nearly every photo finisher of importance in

Canada was contacted personally and is using the promotion material to good effect in windows and photofinishing envelopes.

Anniversary Theme

A "packaged" program has also been designed for the photo dealer. Known as the "Double Play" promotion, it started off in May this year with the theme "65th Anniversary Show of Kodak Snapshot Cameras". National advertising in magazines supplemented by newspaper ads sparked the campaign, with Kodak dealers tying in with special displays and literature, some of which was shipped automatically. The dealer response to this program was enthusiastic, and other similar promotions are to follow.

Other Advertising

These two new programs have been in operation over and above a rapid growth in other fields of advertising activity. Black-and-white and full-color page-size advertisements in national magazines remind people that snapshots make fun last for years, that picture making with Kodak cameras and Kodak film is easy and inexpensive, and that their Kodak dealer's store is "where to get it." Newspaper advertising mats are offered free on request and there has been a substantial growth in this service offered by Kodak. The publication "Kodak Dealer News" gives dealers the opportunity to order books, booklets, folders, stuffers, displays, window transfers and a wealth of other advertising and sales aids.

With this encouragement, the Kodak name and the fine photographic products distributed by Kodak are being brought to the attention of more and more people, creating a favorable sales market.

Retirement Replaces Their Business Duties

THREE MEN, whose technical experience served Kodak along widely varying fields of work during long association with the Company, completed their duties recently by retirement. For Alex Darling, Frank Frey and Henry Herbert, the many demands of business have been replaced by leisure time.

Alex Darling came to Kodak on April 2, 1934, with an extensive knowledge both of photography and of photographic studio management gained during his years as a partner in a large firm at Peterboro, his home town. Joining the Sales staff, he was assigned to visiting studios in Ontario to demonstrate new Kodak materials and general photographic technique. Then, as photography extended more and more into commercial fields, requiring greater specialization, he became a technical representative for the Company's graphic arts products. In this capacity he worked principally in Toronto, Hamilton and nearby centers.

Alex became ill while in London, Ontario, on a business trip last fall and his retirement followed several months of impaired health. Kodak friends hope that continued rest will lead to improvement, and their wishes in this respect accompanied a farewell gift of a cheque mailed to him at time of retirement.

Frank Frey, who learned the tool and die



Alex Darling

making trade in the early days of his career, joined Kodak Park, Rochester, on February 5, 1912. In 1916 he was sent to Kodak Limited, England, where his services were needed for about a year. Shortly after returning to Rochester, he was transferred to Kodak Heights—then quite new and lacking much of the machinery subsequently installed. Appointed master mechanic in 1921, Frank's duties in this capacity included supervising the E. & M. Shops, and during World War II he was closely connected with the operation of the Munitions Department formed for the war period.

The two formal presentations marking his retirement were very enjoyable events. The first of these followed lunch in the K.D.M.C. dining room, at which time W. E. Appleyard spoke briefly about Frank's career and then gave him luggage as a token of friendship from club members.

The other presentation took place after an evening dinner held at Pickfair Restaurant and attended by Kodak people throughout the plant. Following the meal, W. E. Appleyard reviewed highlights of Frank's service with the Company, and Emmett Briceland then gave him a portable radio and photographic light meter on behalf of associates. Mrs. Frey was presented with a



Frank Frey

bouquet of flowers. Lou Christie was chairman of the evening and Connie Bates provided a program of piano music.

Upon conclusion of the evening, Frank acceded to request and stood by the door so that each person might have the opportunity of bidding him a personal adieu.

Henry Herbert became interested in photography as a boy in England. His enthusiasm grew with the years and, early in his business life, he welcomed an opportunity to take charge of the photographic section of the store in which he was being apprenticed as a chemist and druggist. The materials sold were of Kodak manufacture.

Coming to Canada in 1906, he obtained a position with the only Toronto druggist who handled photographic goods at that time, and, much to Henry's liking, they bore the Kodak name. A few years later—on July 30, 1914—he gave up pharmacy in order to join the Company as an order desk correspondent for Canada and a general correspondent for Ontario. Later, he looked after advertising distribution and technical correspondence.

Following a period of service in the Royal Air Force, ending in 1918, Henry returned to his former duties with the Company. His appointment as assistant superintendent



Henry Herbert

of the Finished Film Department was made in 1920 and he served in that capacity until retirement.

The two events during which formal presentations were made as parting tokens of friendship, were arranged for him and for Frank Frey jointly.

At the K.D.M.C. luncheon, E. S. Currie



W. E. Appleyard, Alan Payne and E. S. Currie chat with Frank Frey and Henry Herbert following the K.D.M.C. luncheon at which Frey and Herbert were presented with parting gifts from club associates

They Came to Kodak Heights 25 Years Ago



Alfred G. Hall



J. Clarence Atkin

Paper Coating

gave a summary of Henry's varied career before presenting him with the club's farewell gift—a substantial contribution toward the purchase of a metal-working lathe for his basement workshop. Mr. Currie showed a mounted picture of the lathe, which was not available at the time.

The presentation at the evening dinner in Pickfair Restaurant was preceded by a review of Henry's business life by L. J. Schoonmaker. Bill MacKenzie then gave him a Kodaslide Highlux III Projector, a projection screen and a matched set of pipes, on behalf of associates. Mrs. Herbert received a bouquet of flowers.

Mr. & Mrs. Herbert then took a place by the door alongside Mr. & Mrs. Frey and received warm wishes for a happy future.

32 Golfers at Weston Course

For K.D.M.C. Tournament

There were 32 players at Weston Golf Course this year for the annual tournament held by Kodak Department Managers' Club, and fine weather favored them in their competition for the club's International Trophy.

Dick Nixon repeated his success of last year and won the event with a gross score of 86. George Maxwell was runner-up with 88. First and second low net scores were

attained by Stan Chappell with 62 and Jim Atkin with 67.

Following the tournament, 50 K.D.M.C. members were served a roast beef dinner at the club house. Afterwards, E. S. Currie presented the club's Long-Service Certificate to Hugh Jay, whose 45th year of Kodak service was completed that day.

Another feature of the occasion was a draw for prizes, with the proceeds directed to the club's benevolent fund. The draw was conducted by Walter Bull, assisted by the other Rochester guests—Irving Briggs, Ken Cunningham, Bob Fisher, Norm Hyldahl and Charlie Thrasher. The prize winners were Jack Martin and Charlie Warnes.

Calgary Store Manager Retires

A long career in the retail photographic trade was completed recently by the retirement of David Anderson, manager of Eastman Photographic Materials Limited Calgary, Alberta. Dave was a member of the store staff when it came under its present ownership many years ago, and he has held the post of manager for several years.

A farewell party in his honor on June 30 was attended by members of the staff at Calgary, Duncan Landell, manager of Eastman Photographic Stores Limited, Toronto,

(Continued on next page)

Perley S. Wilcox

Chairman of the board of directors of Tennessee Eastman Company, Texas Eastman Company, and former board chairman of Eastman Kodak Company, Perley Smith Wilcox died suddenly at his Rochester residence in May. He had been in failing health since January.

Mr. Wilcox played the major role in the growth of Tennessee Eastman Company from a small wood alcohol plant to its present place as one of the leaders in the field of cellulose acetate, synthetic fibers, plastics and chemicals.

He began his Kodak career in 1898 as a mechanical engineer in Rochester and in 1906 became assistant manager of Kodak Park. In 1920 Kodak became interested in the wood alcohol plant in Tennessee as a source of raw material, and Mr. Wilcox went there as general manager. In 1933 he became president of Tennessee Eastman Company, and in 1944, chairman of the board. He was also chairman of the board of the new Texas Eastman Company at Longview, and from 1945 until 1952 was chairman of the board of Eastman Kodak Company.

Although a popular figure in Rochester, Mr. Wilcox was best known in Kingsport, Tennessee, where the townspeople—by referring to him as "Uncle Perley"—expressed the esteem in which he was held by friends everywhere.



Perley S. Wilcox

Store Manager Retires

(Continued from previous page)

Forbes Taylor, manager of Eastman Photographic Materials Limited, Winnipeg, and other business associates. The presentation of a Kodak Signet 35 Camera to him carried with it warm wishes for happiness in the years ahead.

During the gathering of associates to mark Mr. Anderson's retirement, hearty congratulations were extended to his successor, Ken Mitchell, who was formerly on the staff of the Winnipeg store.



This month's question selected by

GAR COLE

POWDER & SOLUTION

I'd like to know . . .

how long a person must work at Kodak before he can subscribe to Group Life Insurance.

• • • • •

A person may apply for Group Life Insurance as soon as he joins the Company. It is effective immediately. Those applying within 31 days of joining Kodak do not need a medical examination. Those applying afterwards may be required to take one if the data supplied on the application causes the insurance company to request a physical examination.

This is a special feature dealing with some phase of one of the Company's Benefit Plans

Correct Focusing Vital For Sharp Pictures



When you must get two objects sharp in a snapshot—one near and one far from the camera, as in this picture—focus on an intermediate point and use a small lens opening. Correct focus is important for a good picture.

ONE OF THE MOST important aspects of any type of picture taking is proper focus. It's important whether you're picturing your friends, pets, landscapes or any other subject.

So this month let's talk about focus. By being just a little more exact in measuring the distance between your camera and subject, and by setting your lens at just the right point, you definitely can improve the quality of your snapshots.

Focusing, as a matter of fact, is extremely simple when you have only one person in your picture. You merely determine the distance from subject to camera, set the focus scale at that distance mark, and shoot. At first you may not be able to determine the distance by a mere glance, but a little practice will pay you large dividends in clear, sharp pictures that you will be proud to display to your friends.

Suppose, however, there are two or more subjects to be pictured—one a little nearer to the camera than the other. In that case, compromise by setting the focus somewhat beyond the nearest subject. Then by referring to the depth-of-field table in your

camera instruction book, select the lens opening that would just cover the subject at the chosen focus setting.

A Midway Point

Of course, a similar result could be obtained by focusing on some other point and then using a somewhat smaller lens opening. But for practical purposes and to get proper distribution of sharpness, focusing on a midway point for a subject of its kind is the answer.

If the picture is a closeup, and since depth of field is always limited in closeup shots, such "compromise" focusing is most helpful. But it is also useful in shots where you want everything sharp from "infinity" to fairly near the camera. If you will examine the depth-of-field table in your camera manual, you will see that for many subjects there is little advantage in setting the lens at "infinity." By setting it for some nearer point, as indicated in the table, you can get near objects sharper—and still retain distance sharpness.

In cases where you need considerable depth of field, yet want to keep the exposure time short, high-speed film is a great advantage. It allows you to use a much smaller lens opening than if you were using a slow film—thereby giving a much deeper zone of sharpness.

Diffusing the Background

Often, however, you don't want everything sharp. In a closeup of a person, for example, it may be best to show the background at least slightly out of focus. Then you should have the subject fairly well separated from the background, focus on the nearest part of the subject's face or head, and use the largest possible lens opening. The closer you are to the subject, the more you can diffuse the background because there is less depth of field.

Careful measuring of distances is essential for accurate focusing, especially in closeups. A photographic range finder is the most convenient measuring device.

* * * *

Boss: If you are such a nit-wit that you can't remember a little thing like that, do as I do—write it down.

They tell us

News from the Departments



Kay Egan

St. Mary's Roman Catholic Church, Mount Forest, Ontario, was the scene of the wedding of **Kay Egan**, Credit, and **Harold Lehman**. A reception followed at the Royal Inn, Harrison, Ontario, and the couple went to New York City by air for their honeymoon. Before

leaving Kodak in preparation for her marriage, Kay was honored at an evening shower held in the Girls' Lounge, and on another occasion was the guest of department associates **Marie Chipperfield** and **Ruth Overton**, who took her to dinner and the theatre. A woollen blanket was presented to Kay from members of the Credit.

Congratulations to **Doug Langley** upon his appointment as assistant superintendent, Finished Film Department.

Doris Coghill and **Gladys Konopski** have joined the staff of the Camera Assembly.

Alma Merriman, Recordak Division, and her husband motored to Springfield, Massachusetts, recently to visit relatives.

On the eve of leaving the Sales & Service to take up housekeeping, **June Cote** and **Kay McKeeman** were tendered a luncheon by department associates **Nancy Alexander** and **Dorothy Doughty**.

Nellie Cowie, **Lorraine Dance** and **Mary Manser** have returned to the Paper Packing after absence due to illness.

Gordon Sinclair, Cine Processing, and his bride, **Wayne Campbell**, honeymooned at Niagara Falls and Buffalo following their marriage in the Avenue Road Church of the Christian and Missionary Alliance. **Max Tyn-dall**, Stock & Shipping, was best man at the ceremony.

Illness has kept **Herb Blair** absent from the Stock & Shipping recently.

Congratulations to **Philip Schell**, who has been appointed supervisor, Engineering & Maintenance Shops.

Marian Flower, **Elsie Mellentin**, **Agnes Peters** and **Gail Stewart** are newcomers to the Camera Assembly.

Evelyn Jones has returned to the Cine Processing, where she was employed formerly.

The completion of 45 years of Kodak service by **Hugh Jay** was marked by the presentation of a reclining lawn chair to him from associates in the Billing, Credit, Export, Mail & Filing, Order and Order Typists. Later, **Hugh** and **Mrs. Jay** were guests at a gathering in the home of **Jack Haigh**, Credit, followed by dinner at the Old Mill. A visit to the home of Mr. & Mrs. Jay completed the enjoyment of the evening.

Bill Mark has been transferred from the Toronto to the Ottawa office of the Recordak Division.

Deep sympathy is extended to **Jack Calhoun**, Pipe Shop, in the bereavement suffered by the death of his mother.

Narcisse Pelletier, Film General Stock, has planned a July vacation trip to Estevan, Saskatchewan, and Edmonton, Alberta, to visit relatives.

Congratulations to **Doug Lauder**, Sales & Service, upon his completion of 30 years' service at Kodak.

Percy Bowering has returned to the Film Coating after absence due to illness.

Mort Karn, who retired a short time ago from the Film & Paper Coating, and **Mrs. Karn**, were host and hostess to the girls of the champion Orphans bowling team and girls of the Film & Paper Coating at a dinner party held in the Old Mill. Afterwards, the girls were entertained at the home of Mr. & Mrs. Karn. The nine guests were **Siena Bonwick**, **Audrey Fortune**, **Marg Hardman**, **Pam Middleton**, **Mabel Thomas**, **Evelyn Turner**, **Beryl Wall**, **Marion Wood** and **Helen Yeatman**.

The marriage of **Bruce Colquhoun**, Shipping, and **Jennie Holmes**, was solemnized at Elverston Park United Church. Following a reception at the church, the couple motored north in Ontario for their honeymoon. **Bruce** received a cheque from associates.



Bruce Colquhoun

Sam Hisey is a new member of the Accounting staff.

Jim Marsh, Order, and **Ruthe Marsh**, Billing, received a happy surprise one day recently upon learning that they held a lucky ticket enabling them to buy a 1953 Chevrolet for one dollar.

Leona Price is a new member of the Reel Assembly.

Congratulations to **Francis Armstrong**, Film Coating, and **Alex Sheldon**, Paper Coating, upon their completion of 30 years' service at Kodak.

Jack Gale, Accounting, and his wife, **Joan** (a former member of the Advertising), are the happy parents of a daughter, **Barbara**, born recently at Humber Memorial Hospital. The couple also have a 2½-year-old son.

Pearl Benstead is back in the Film Spooling after absence due to illness.

Ken Foster is a newcomer to the Toronto office of the Recordak Division.



Gord Allen

A quiet wedding at the home of the groom united **Gord Allen**, Film Emulsion, and **Fronie Armstrong**. Following a reception, the couple motored north in Ontario for their honeymoon. Gord's associates presented him with a Kodak Pony 828 Camera and a cheque.

Associates of **Vi Rankin**, Cost, are glad to learn that her mother is progressing well following a serious operation.

Congratulations to **Stewart Featherstone**, Japan & Plating, upon his completion of 30 years with Kodak.

Andy Munnoch has been absent from the Power House owing to illness.

Full-time housekeeping duties now occupy the attention of **Ellen Kirby**, who left the Paper Packing recently.

Robert Kerr is a new member of the Film Coating staff.

Bob Lake has returned to the Yard & Caretaking after absence due to illness.

Geraldine Campbell, **Sheila Nagle** and **Maisie Schell** have been transferred from the Film General Stock to the Camera Assembly.

A wedding ceremony in Rosedale Presbyterian Church united **Clarence Lemke**, Yard & Caretaking, and **Marea Lumsden**. The couple honeymooned at Niagara Falls and Buffalo.

Art Adamthwaite is back in the Reel Assembly after convalescing from an eye operation.

Barbara Ireland is a newcomer to the Box & Printing.

Charlie Warnes, Cost, attended the 32nd Cost and Management Conference of the Society of Industrial and Cost Accountants of Canada, held recently in Halifax. The trip to the eastern city was made by train. Charlie is a member of the society's board of directors and has charge of membership.

Jean Broadhurst, **Dorothy Bulmer**, **Marg Gentle**, **June Lyons** and **Shirley Merkley** are recent newcomers to the Cine Processing.

Audrey Pratt, **Gladys Taylor** and **Ruth Wright**, Main Office, visited Rochester during a recent weekend.

Illness has kept **Anne Hammond** absent from the Cut Sheet Film.

Sincere sympathy is extended to **Bert Audsley**, Safety, and **Harry Audsley**, Film General Stock, who are bereaved by the death of their sister.

Gerald Ducross is a new member of the Montreal office of the Recordak Division.

Harvey Metcalfe, Yard & Caretaking, has returned to work following absence due to illness.

Elsie Horton, Cut Sheet Film, has planned an air trip to England during July vacation, to visit relatives.

Doug Cassan, Film Emulsion, and Mrs. Cassan are parents of a baby daughter born recently in Grace Hospital. The name of the new arrival is **Nadine Janett**.

Audrey Webster has left the Camera Inspection to devote full time to housekeeping.

A sparkling diamond ring now graces the left hand of **Sadie Forrester**, Film General Stock.

Dave Sommerville has returned to the Film Coating after absence due to illness.

Donald Crosby, **James Walsh** and **Rowland Willets** have joined the staff of the Cine Processing.

Harry Little has been transferred from the Yard & Caretaking to the Carpenter Shop.

Jessie Howlett visited Kodak Park, Rochester, during a recent week-end trip to the United States.

Lea Hynes has returned to the Film Boxing after absence due to illness.

A trip to the altar is in the offing for **Bea Attaway**, Film Spooling, and **Morgan Richardson**, Advertising, who have become engaged.

Howard Anderson, Yard & Caretaking, has been the object of much good-natured kidding since his picture appeared in a morning newspaper recently in connection with a course he took on baby care, especially prepared for prospective fathers.



Hugh Latto

Hugh Latto, Shipping, and **Blanche Kay MacDonald** exchanged marriage vows in a ceremony performed at Thornhill United Church. They honeymooned at Drag Lake Lodge in the Haliburton District. Hugh received a cheque as a wedding gift from associates.

Madge Sherman has been transferred from the Paper Packing to the Camera Inspection.

A baby daughter, born at St. Michael's Hospital, has joined the household of **Maurice Allen**, Film Spooling.

An air trip to Bermuda followed the marriage of **Sylvia Bader**, Film Spooling, and Gordon Stewart, in the parsonage of Woodbridge Presbyterian Church. A reception was held at the home of the bride.



Sylvia Bader

Nina Williamson, Film Spooling, took part in the ceremony as matron of honor. A supper shower was held for Sylvia in the cafeteria by department associates **Marg Henry**, **Ruth Henry**, **Norma Newell**, **Signe Ross** and **Nina Williamson**. Before leaving Kodak in preparation for the wedding, Sylvia received a Kodak Tourist II Camera from members of the staff.

Congratulations to **Ernie Dockray**, Stock, Shipping and Receiving, upon his 30th anniversary with the Company.

A ballerina teapot and rhinestone earrings from members of the Order Typists were presented to **Audrey Nisbet** when she left Kodak recently to take up housekeeping. As another farewell gesture, associates took her to dinner at the Toronto Radio Artists' Club.

Doreen Petty is a new member of the Credit staff.

Bill Browning, Machine Shop, has returned to work after absence due to illness.

Edith Moor has returned to the Camera Assembly after an air trip to England where she spent three enjoyable weeks of vacation. Among places she visited during extensive travelling in England were the cathedral at Exeter and the southwest coastal towns of Torquay and Exmouth, city of London, and the northern cities of Blackpool and York. The last few days were spent in Edinburgh and other notable Scottish places, including Loch Lomond. One of Edith's happiest memories is that of Coronation Day, at which time she had good seating for watching the procession.

Clare Atkin, Paper Coating, received a cheque from associates on the occasion of his 25th anniversary of service at Kodak.

Harold Barnett, Film Boxing, is now back at work full time after convalescing from illness.

Gladys Broadhurst, **Shirley Dyson** and **Margaret Small** have been transferred from the Film General Stock to the Cine Processing.

Jean Bradley and **Marie Woolsey** are back at work in the Film Spooling, where they were employed formerly.

Joan Brown, **Marilyn Carder** and **Kay Jenkins** are new members of the Color Print Service. Kay worked in the Camera Repair last summer.

Bette MacNeill, Cut Sheet Film, is planning a motor trip to her home town, Elmsdale, Prince Edward Island, during July vacation.

Nellie Hubbard has returned to the Film General Stock after absence due to illness.

Joyce Carlaw left the Film Spooling recently to accompany her husband on a trip to the Southern States, where the couple may take up residence.

Robert Woods is a newcomer to the staff of the Paper Packing.

Doreen Edwards, Cut Sheet Film, was maid of honor recently at the marriage of her sister.

Illness has kept **Ellen Conti** absent from the Cut Sheet Film.

Vivian Reid, Film Spooling, is the happy recipient of a sparkling diamond engagement ring.

Bob Prentice is back in the Film General Stock after an attack of illness.

Ron Russell has returned to the Carpenter Shop after absence due to illness.

Charlie Darrell, former member of the Advertising and editor of KODAK Magazine prior to his retirement in 1946, visited Kodak Heights recently. Looking in excellent health, he said that his time is largely occupied these days with photography, wood-working and reading.

The wedding of

Phyllis Maxwell, Film Spooling, and **Lloyd Boone**, took place at St. Michael and All Angels Anglican Church, and **Joan Burroughs**, a department associate of the bride, took part in the ceremony as maid of honor. A reception was held at the home of the groom. Phyllis received a woollen blanket, a pair of sheets and a pair of pillow slips from associates. The newly wed couple motored in Ontario during their honeymoon.



Phyllis Maxwell

Members of Kodak Ladies' Club 25 are planning a bus trip to Rochester, with visits to the Kodak plants and George Eastman House, on Thanksgiving week end. The new club executive for 1953-54 is made up of **Bertha Murray** (president), **Gladys Taylor**, (vice-president), **Iris Buckland** (secretary), **Blanche Nelson** (treasurer), **Ettie Walker** (social convener), **Muriel Johnson** (entertainment convener).

Ethel Maw, Advertising, spent an enjoyable three-week vacation at Ocean City, New Jersey, during June.

Marg Henry has been away from the Film Spooling owing to illness.



Betty Chalk



Art Smith

Nuptial vows were exchanged by **Betty Chalk** and **Art Smith**, Stock & Shipping, in a quiet wedding performed in the vestry of Chalmers United Church. A reception followed at the couple's new home, and their honeymoon was spent in Buffalo, New York. A shower was held for Betty at her home and she received a cheque as a wedding gift from associates in the Stock & Shipping.

Congratulations to **Joe Adamthwaite** upon his appointment as supervisor of the Powder & Solution.

Baden Isles, E. & M. Stockroom, and **Cis Isles**, Caretaking, have returned home after an enjoyable vacation in their home towns in Yorkshire, England. They also visited the cities of Leeds and Sheffield and other northern centers. The trip gave Baden his first opportunity of meeting overseas relatives in 24 years, and for Cis the lapse of time was four years since a previous trip. They sailed to England from New York aboard the "Brit-tanic" and returned by air from Prestwick, Scotland, to New York via Iceland and Labrador.

Congratulations to **Rich Kingston**, who has been appointed assistant supervisor of the Wage Standards.

* * * *

Don't question your wife's judgment. After all, she married you.

Too Much Exposure to Sun Often Painful; Can be Dangerous

LET'S PAUSE and realize that over-exposure to Mr. Sun is a grave mistake . . . a mistake that results in blistering burn, general misery, time lost from a job or ruined vacation days . . . a mistake that can result in damaged complexions and possible skin cancer if damaging over-exposure is repeated over a prolonged period. Let's realize that there is no quick, easy road to a lasting, healthy tan. The fast way is the painful way, the dangerous way, and really does not give a good even tan. Too much exposure to the sun, without protection, is dangerous.

Sun Tan Lotion

It's fun in the sun with safety, however, for those who use common sense . . . plus a reliable sun tan lotion to prevent a burn. There are effective lotions.

Preparations today have been so improved that they actually shut out most of the burning rays, yet allow most of the healthful tanning rays to come through, a perfect balance for those who want protection plus a glamorous tan. Most people today seem to prefer the non-oily type lotion, one containing an invisible screen which dries in a moment or two. But remember one thing above all else . . . be sure to read the label on sun tan lotions and make certain that protection is promised.

Haze No Protection

Here's some more well-meant advice. Don't let a light hazy day fool you. That mean old sun can burn right through that overhead, sight unseen, and blister you with the greatest of ease. And don't think that a perfect tan means you can toss away that bottle of lotion. Tanning only prevents reddening and blistering, but sometimes does not provide protection against the more destructive effects of the sun.

For a season of summertime pleasure, keep in mind these simple suggestions:

- (1) Apply sun tan lotion evenly and all over before exposure. Make sure there is a protective film over the entire area of your skin.
- (2) Take special care of the most exposed parts of your body . . . forehead, cheekbones, nose, chin, shoulders and backs of knees.
- (3) Reapply sun tan lotion after each swim. And apply it periodically if you perspire heavily.
- (4) Watch your timing. Take it easy. Watch out for overlong exposure, especially the first few times. No one can tan in one day.
- (5) Use a lip pomade. This will help relieve your lips of fever sores, chapping and cracking resultant of exposure to the sun.
- (6) Use sun glasses. The sun can seriously damage delicate eye tissue, can make eyes red and unattractive. Minimize these dangers with sun glasses.

K.R.C. Doings

Karn Trophy Tournament at Lakeview Golf Course, August 22

The tournament for the Karn Trophy, to be played at Lakeview Course on August 22, is the next big event arranged by the men's golf committee.

For the second tournament of the season, held at Orangeville, 63 golfers turned out despite threatening weather. Some of the players ended up with exceptionally good scores and all reports indicate that the day was a real success. The prize winners for the first and second low net in each of the three flights were as follows: (1st flight) George Grigor and Bob Irving, (2nd flight) Jack McCaskill and Ernie Simpson, (3rd flight) Jack McKown and Rich Kingston.

Joynt Trophy Tournament at Credit Valley Course, September 26

The ladies' golf committee has completed arrangements for the annual Joynt Trophy Tournament to be played at Credit Valley Course on September 26.

In the first tournament of the season, held at the Elms Golf and Country Club, the prize winners were as follows: Iris Richardson (1st low net); Marg Dunham (1st low gross); May Last (2nd low net); Marion Read (3rd low net); Ruth Thorn (4th low net); Joan Stamp (most honest golfer).

There are tentative plans for a mid-summer kickers' tournament to be held at Orangeville, but the committee is awaiting replies from golfers as to how many wish to enter before completing plans. Committee members are: Ruthe Marsh, **president**; Kay Greer, **secretary**; Freda Whibley, **transportation convener**; Vi Taylor and Ruth Dowson, **tournament conveners**.

Second Two-Ball Foursome

Planned for September

The men's and ladies' golf committees have tentative plans for holding a second two-ball foursome in September. The first such event this season was well attended and otherwise successful. The winners were: David and Diane Scott (1st low net); Muriel Heslop and Jim Dunn (2nd low net); Mabel Thomas and Sam Hisey (3rd low net); Muriel Houston and Gordon Madill (most honest golfers).



Jack Ward gets lowdown on position of ball before trying another stroke in K.R.C. Tom Thumb course. Closely checking his efforts are Ed Dodd, Al Diehl and Don Fleet—other members of foursome which played early game on course which will be set up in the auditorium for some events this fall

Season Tournaments in Third Round

The season-long tournaments for the Schoonmaker, Century and Ed Johnson Trophies are now in the third round, which is due to be completed by August 2.

The Schoonmaker Tournament, being played in two flights this year, had a total entry of 52. There were 25 golfers entered for the Century Tournament and 21 for the Ed Johnson Tournament.

Tozier Lawn Bowling Tournament

Won by Taylor and Shaw

Fred Taylor and Archie Shaw of Kodak Lawn Bowling Club were the winners this year in the invitation doubles tournament for the Tozier Trophy, played on the home green. As a result of their triumph, the Kodak Club has gained ownership of the trophy, donated some years ago with the stipulation that the club which won it three times would retain possession.

Wilf Houghting and Walter Preston, also of Kodak, were runners-up. Sixteen teams from several local clubs took part in the annual event.

Kodak Bowlers Win at Victoria Club Come Second at Boulevard Club

A rink made up of Ted Cockshoot (skip), Harry Clarke, Fred Taylor and Jack McGraw took first prize in the recent annual invitation tournament held at the Victoria Club, Huron Street.

In the trebles tournament for the Birks Trophy at the Boulevard Club, the team of Ted Cockshoot (skip), Harry Clarke and Archie Shaw won all their games and finished in second place.

Bowlers Visit Local Clubs

Kodak Lawn Bowling Club and several other local clubs have made an arrangement whereby a trebles team from each club will visit the others once during the season for friendly games. At time of writing, Kodak bowlers have played on the greens at Central Park (Islington) and New Toronto.

At least one novice bowler is on each team and thus newcomers have an opportunity to compete on outside greens. New Kodak bowlers who wish to take part in these games may apply to a member of the bowling club committee or register at the clubhouse during noon hours. The inter-club games are held on Tuesday evenings.

Clarke's Team Leading in Club Trebles

With two games yet to be bowled, the team skipped by Harry Clarke is leading with four wins and 36+4 points in the annual club trebles tournament. Archie Shaw's team is second and Ted Cockshoot's team is in third place.

Irving, Phillips and Holden

Top Office Lawn Bowlers

Success in the second annual office bowling tournament, made up of two eight-end games, was attained by Bob Irving, Harold Phillips and Ross Holden, with a score of two wins and 22 points. Jack Gibbs and John Ferguson came second with two wins and 21 points.

Thirty-two bowlers, many of whom were novices, took part in this very successful event. It is hoped that arrangements can be made for another tournament of this kind late in the season.

Yorke, Pearce and Harshaw

Win Carmichael Bowling Trophy

Noon-hour bowling for the Carmichael Trophy ended in success for the trebles team of Alf Yorke (skip), Harry Pearce and Don Harshaw, who scored four wins and 47 points. Harry Clarke (skip), Wilf Houghting and Ed Robins were in second place with four wins and 44 points. Close behind were Jack McLoughlin (skip), Percy Locke and Gib Parker, with four wins and 41 points.

Handicraft Group Plans Early

For Program in Fall Season

With a very successful 1952-53 season to look back on, members of the ladies' handicrafts committee got together recently with Al Diehl and discussed ideas for the coming fall and winter activities. The meeting, held at the home of Ruth Dowson, was attended by Trudy Allen, Kay Johnson and Ruby Rennie. (Florence Handscomb, the other committee member, was absent on vacation.)

As a result of the talk, tentative arrangements have been made for courses in felt craft, the making of fancy sandwiches and cakes, gift wrapping, repetition of last year's popular hat making, and two other subjects that are expected to have wide appeal. One of these is a "perk-up" course which will include many hints on the best use of cosmetics, choice of clothes and development of good posture habits.



Phillies Win Title

The Power House Phillies scored an upset in the men's house league softball by taking the championship with two straight wins after losing the first game of the final series to the Dodgers. The Dodgers' pitcher, Harvey Duxbury (above left), hurled three fine games, but the Phillies had an equal in Bob Wall (above right), plus the outstanding batting and fielding performance of Red "The Man" O'Brien (left). (In the last game of the semi-final series, O'Brien drove in six of the winning Phillies' nine runs, including a homer and a triple against Norm Brown's Brownies.)

The victorious Phillies were managed by Ed Bagg and George Hicken, and the Dodgers had Roy Hamilton as manager.

Rod & Gun Club Members

To Meet Again August 24

Members of Kodak Rod & Gun Club decided recently to suspend activities during the months of July and August, when the majority will have their vacations.

Monday, August 24, has been set as the date of the next meeting. At this time arrangements will be made for the last fishing trip of the season.

During the final get together in 1953, a trophy will be awarded to the club angler who has caught the largest fish this year. There will be movies and a door prize.

"What did Mrs. Smith say when you called at her door?" the lawyer asked the witness during an important trial.

The defence counsel leaped to his feet. "Don't answer that!" he snapped.

A lengthy discussion followed between the defence and the judge on legal technicalities and finally the objection to the question was over-ruled.

The opposing lawyer arose again and repeated the question.

"What did Mrs. Smith say when you called at her door?"

"Nothing," replied the witness, "she wasn't in."



Rural Scene

(an infrared picture)