

# MAKE YOUR PICTURES COUNT

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Almost every operating agency performing mosquito or malaria control work takes pictures of its work in some form or another. The majority of these pictures, I venture to say, are taken as snapshots for record purposes only, and after a short time are thrown into the desk drawer where they accumulate from time to time.

On occasions a good photograph is necessary for a newspaper article or an exhibit and an outstanding picture to suit that purpose usually is hard to find. Usually the pictures, at the time they are taken, seem interesting but actually most of them lack good human interest by being crowded with a great deal of unimportant material. These pictures were taken without forethought and were never expected to be used on exhibits. It only takes a few minutes, in the off season, to plan the anticipated photographs needed for your year's educational needs, and with few exceptions these could be taken in the early part of the season or when conditions prevail. Your photographer can play a leading role in making your pictures of better quality. He can enlarge your original negative and leave out the

uninteresting parts, thus improving your picture a great deal. Your photographer should be asked to take special care in developing all of your film. Developing your film in fine-grain developer may cost a bit more than the ordinary development but it pays its dividends when enlargements are desired for educational and exhibit purposes. In many cases the ordinary run-of-the-mill development will not always do the work you may desire of your negatives.

In our organization we have found that most of the good photographs we had given disappeared; they have either been given away, loaned or are in use on permanent exhibits. We have catalogued all of our photographs and are now starting to print all our negatives so we have a complete file of photographs. We have planned a program for 1946 to secure a number of good photographs for this coming year to fill our exhibit needs. We intend to have the photographs on hand this year for the exhibits we are anticipating rather than worry about what we're going to use shortly before the exhibit is to be displayed.