



# Your Wedding

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## Make Stouffville their home

Mr and Mrs Jody Brown are pictured here following their wedding, Oct. 19, 1985 in Unionville Alliance Church. The bride is the former Lisa Phillips, daughter of Glenn and Peggy Phillips of Downsview. The groom is the son of Murray and Betty Brown, R.R. 1, Unionville. Following a honeymoon in The Bahamas, the happy couple are residing at 127 Sunset Boulevard, Stouffville.

## Photographer George Ross He's a 'master'

By CHRIS SHANAHAN  
Staff Reporter

George Ross has high hopes for a new type of wedding and portrait photography now being introduced at his Stouffville studio.

He was one of only three Canadians who recently studied the 'high key' method during an intensive week-long course sponsored by the Professional Photographers of America Inc.

At the conclusion of the session held near Chicago, Ill., Mr. Ross received a merit certificate to be applied toward his Master of Photography standing. Top U.S. portrait photographer Frank Cricchio was the instructor.

The Masters honor is one of the highest available in Canadian photography, according to the Stouffville resident, who'll qualify when he gets the remaining four points out a 25-point print competition.

Mr. Ross says he's going to try and apply his new-found knowledge to some upcoming wedding and portrait assignments.

"It's fantastic on brides. It really brings them out," he says of the style that creates well defined white-on-white tones. "It's a completely different technique. It's

like night and day compared to our regular photography."

A different form of light helps avoid the shadows and darker backgrounds produced by more traditional methods, he explains. Adjustments are necessary so his studio can accommodate both 'high' and 'low' key lighting.

During his stay in the mid-west, Mr. Ross discovered that taking 'pre-bridal portraits' several weeks before the ceremony is a major trend in the United States.

He plans to introduce this feature, claiming that a bride normally doesn't have time for such a sitting on her wedding day.

"If we can get some girls interested, the sitting charge would be free for the first couple (of pre-wedding portraits)," says the professional photographer, who for the past 12 years has operated George Ross Photo at 21 Main Street East, Stouffville.

These advance portraits are part of the complete wedding package and can often displayed at a wedding reception.

Mr. Ross estimates he and employees Mary Lou Reesor and Ray Carpenter will photograph between 80 and 100 weddings this year. Saturdays are heavily booked through to the end of November, but the owner says there are still some openings.

Whitchurch-Stouffville, Uxbridge and Markham are key market areas, while Newmarket, Richmond Hill and Scarborough also provide a substantial amount of business.

He notes that all his clients deal directly with a photographer in-

stead of a sales representative. Mr. Ross claims this results in a smoother, more efficient working relationship between the studio and its customers.



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