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He Didn't Want Aspirin

So this gentleman comes into the store for the first time. Walks up to the counter and asks if we print pictures ...

"Yes, of course we do, sir."

"I have some film from after World War 2. Can you make prints from something that old?" he asks and puts a processing envelope from a well known national pharmacy/general store/neighborhood store on the counter.

"Can I see what you've got there, sir?"

"Sure." With that he slides the envelope closer to us

We pick up and open the envelope and remove the contents - 3 rolls of uncut 35mm black and white processed negatives dated 1951. Piece of cake. "What size prints would you like sir? And what size?"

"Whatever the standard size is, I guess", he replied. "I was told this couldn't be done any more since everything today is digital. Uh, one of each will be great! I was afraid I'd never get to see what these are pictures of."

We discussed the price, paper surface and when they should be ready. We thanked one another, and overheard him say to himself on his way out, "Wow! I'm never going back to (name of nationally known store chain) again."

After the man left, we noticed he had left the other store's envelope on the counter. Before putting it in the recycle bin, we looked at its label, which said "EXPIRED NEGATIVES".

Negatives never expire. If they cannot be directly printed, they can be scanned and then digitally printed. It would seem that the clerk or manager working in the chain store's photo department just couldn't be bothered ...

You just can't make this stuff up.

Thailand Update

As of this writing it is still raining in the Bangkok, Thailand area, but the flooding is past its peak. The following chart posted October 19 seems to say it all.

Effect of Thai floods on Japanese companies

		Status	Effects	
Automobiles	Honda	Factory submerged	No prospect of recovery	
	Toyota	Parts not supplied by flood-damaged manufacturer	Production suspended	
	Nissan			Until Saturday. Considering air shipment of parts and other measures
	Isuzu			Until Wednesday
Electronics	Nikon	Digital camera factory submerged	No prospect of recovery	
	Sony			
	Canon	Printer-related factory submerged	Considering production at a different factory in Thailand and other areas	
	Nidec	Two electronic parts factories submerged and employees at four factories evacuated	Considering production in China and other countries	
	TDK	Electronic parts factory submerged	Considering production at a different factory in Thailand	
Food	Ajinomoto/Calpis	Jointly established beverage plant submerged		

Or does it?

Last week Nikon introduced its Nikon 1 series of interchangeable lens, mirrorless cameras and lenses which are made in China. As previously discussed in prior Newsletter additions, this is the



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trend all (except Canon) SLR makers are following. As international sales in such products increase, will Nikon rebuild a facility to make products which are technologically soon to be obsolete? Not only is Nikon missing several months of production and sales of amateur SLR bodies and lenses, but repair parts for many Nikon products were also made at the Thai factory. Will Nikon make cameras with moving mirrors for the mass market ever again? Time will tell.

Sony, a MUCH larger and more diverse manufacturer than Nikon, has lost out on two of its new flagship products - the A77 and NEX 7, as well as several different lenses. Their mirrorless and moving mirrorless cameras and countless repair parts will be unavailable for awhile, but will certainly be rebuilt.

Keep in mind that the Nikon and Sony Thailand factories made 100% of worldwide distribution for the particular products. A Canon inkjet printer plant was also flooded, but it was not responsible for products coming to North America.

(It is important that you, as a consumer, make intelligent decisions on all purchases you make. Not just photographic supplies are affected; Pioneer Electronics, Acer, Hoya Glass (disk drive platters), Toshiba, Western Digital, Seagate, Apple (Computer parts), Toyota, Ford, Nissan, Honda and others are equally affected. Caveat Emptor.)



\$25.00 Yours Free!

On November 26, 2011, American Express will again credit cardholders \$25 who make a purchase of \$25 or more at any individually owned small business either in person or online. This is not a discount, but will appear on the cardholder's next statement.

Simply fill out the form at the URL below and then use your registered American Express® Card to shop at participating small businesses which include both our locations on Small Business Saturday - November 27, 2011.

http://www.facebook.com/SmallBusinessSaturday?sk=app_183558821725512

Small local businesses need help to survive this economy. Please help if you are an American Express cardholder.

Open House November 19

Main Street in Madison, NJ will be one great Open House party on Saturday the 19th. Madison PhotoPlus will participate by having

- Free refreshments
- Every 10th print free - sit at one of our print stations and make any size photos you want from your digital source. Every 10th same size print you make will be free of charge!
- Scavenger Hunt - locate selected items in our store and enter a drawing for a FREE DIGITAL CAMERA!
- Enjoy special savings on a Tamron 18-270 zoom lens. In addition to a \$100 rebate on



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this incredible lens, you will receive an additional \$50 off when you trade in your "kit" lens that came with your camera's body or other working lens. This lens is normally \$649.99, but on the 19th it will only cost you \$499.99!!! (The 18-270 zoom is available in Canon, Nikon and Sony mounts.)

WE'LL BUY YOUR STANDARD KIT LENS BACK!
When you purchase a Tamron all-in-one 18-270mm Di II VC PZD lens.

TRADE UP TO A TAMRON REBATE OFFER

Regular Price **\$649.00**
 - Mail-In Rebate \$100.00
 - Instant Trade-In \$50.00
YOUR COST \$499⁰⁰

Ultra Compact 15X Lens for Your DSLR

15x
18-270mm



The Open House is at Madison PhotoPlus only. The sale prices are also in effect at the Photo Summit.

Sayonara for November. Enjoy your picture taking and we'll be back with our December Holiday Issue in a few short weeks.

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the Photo Summit

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