

Kelly Direct Photo had a photo-finishing store at the former site of the World Trade Center in New York. Several days after the abomination, there was a snippet on Channel 7 news that hundreds of rolls of processed film were there to be picked up (for free, of course). Many of the envelopes had names on them like "John P. – 86th floor, T2. The owner knew how it was written up, but his family members or friends wouldn't have a clue. Kelly wants desperately to return the pictures to the proper families, but doesn't know how. There is now way to estimate the value of those pictures to the families involved.

Such is the power of photographs.

With the upcoming season and its emphasis on families, friends, and other loved ones, consider giving a gift of a photograph of and to people who mean so much to you. Whether it is a framed enlargement, a completed album, or a standard 4x6 inch print, it will have more importance as time goes on, and will always remind the viewer of you, too.

If you have not heard yet, Polaroid Corporation has filed for bankruptcy protection. The idea is that Polaroid will find a backer to continue its core business of instant film and cameras for amateurs and professionals. They have already sold off their Sunglass division, their computer products division, and other tangential holdings. Please be assured that film, etc. will remain available for the foreseeable future. Even a very large company such as Polaroid cannot survive years of mismanagement. R.I.P. Polaroid.

We are VERY pleased to announce that construction has finished on our block in Summit. You can once again get to us by car, and the back parking lot is now FREE!

Several customers have questioned us on why Kodak, Fuji and others are discontinuing their slow speed, finest grained, sharpest films. The simple answer is because of slow sales on these items. The not so simple answer is more complicated and indicative of the path photography is taking. During the manual focus era of photography, cameras required high speed lenses (f/2.8, f/2.0, f1.4, etc.) to allow SLRs to be focused, and to extend the reaches of manual flashes. These lenses were more bulky and heavier than most of today's lenses, sometimes up to a few pounds. Older cameras all required separate flashguns, whether for bulbs or electronic tubes. These flashguns were more powerful than today's, albeit clumsier to carry and use. Even small flashbulbs were more powerful than many modern flashes.

Automatic focusing cameras do not require as much light to focus as our eyesight does, and so the size, weight, and manufacturing expense of higher speed lenses are no longer necessary. It is desirable to some photographers, but not essential. Slower lenses are certainly the norm today, and these slower lenses require higher film speeds to permit hand holdable photography. All

research in modern films went from ISO 100 to 200, to 400, now to 800, and soon to 1600. Other things being equal, a decrease in lens opening requires an increase in film speed. The “standard” color print film today is ISO 200 or 400 for SLR cameras, and ISO 400 for compact cameras. Those great, old, slow, super sharp, fine grained films would give us a flash range of about 12 – 18 inches! What price technology.

It probably won't surprise you to know that digital camera memory is similar to other products coming out of the orient. Most of the brand names you see for flash memory cards come out a handful of manufacturers. Toshiba, Panasonic, Sony, and Samsung are the primary makers with hundreds of brands to choose from. Be careful to select a brand with a long-term warranty and what its limitations are. A prorated warranty will be worthless.

While on the topic of memory cards, a substantial number of articles have appeared lately regarding the effects of static electricity on memory cards. It should be apparent that such an effect would not be beneficial. A variety of products are now available to protect these cards from static. We are recommending their use on the basis that they will not cause any problems, but may well protect your digital images from damage before downloading. They are now included as standard items in all our digital camera outfits.

These newsletters are designed and written to be informative and educational. We try to build a community of customers and staff to exist as friends with your pictures as our common denominator. Many of you have kindly told us that we are succeeding. While we usually do not use this opportunity to advertise any specific product or service, Jerry is about to advertise a concept. If you wish to avoid this presentation, please stop reading here.

This is going to be an awkward holiday season for us all. Most of us have our immediate families intact, and look forward to seeing our extended families. As in most years, most of us will offer gifts to loved ones and friends, spending much time and money in the process. When we all shop this year, we should all consider where we spend our money. I intend to buy every product I want in either Madison or Summit. I choose to support those merchants who are giving something back to the community they are in. I've never seen an Amazon.com sponsored Little League team. When was the last time Bloomingdale's made a donation to a local church function? Does shopping at Best Buy or Target affect your property tax rates? Your local merchant supports his or her community in many ways. I feel it is your obligation to support them in turn. Let us all strive that “community” has its roots in “for the common good” and support one another through thick and thin. As we've seen and heard so often recently –

UNITED WE STAND!

Lynne and Jerry