

Congratulations!

You've been showing us some beautiful pictures over the past month or so – Africa, Hawaii, Alaska, the mountains and more beautiful places. Many of you have shots worthy of enlargements, or even posters. A few of you have even mentioned giving some framed enlargements of them as holiday gifts. Please consider entering them in Madison PhotoPlus' photo contest.

We've also seen some of your shots (at the counter, of course) with last Thanksgiving and Christmas pictures along with very recent photos. If you look carefully, you'll see that the earliest pictures tend not to be as vibrant and accurate as the more recent pictures. This is because of something called "latent image instability". If you are a longtime reader of these e-letters, you'll remember reading that film "tarnishes" to create a photographic image. This pre-visible tarnish is referred to as a latent image. It is not a visible image until developing. As we know, our printed images (or slides) have a long, stable lifespan of many years. The latent image, however, is very unstable, and requires prompt processing before shifts occur in color and contrast.

Some films have better latent image stability than others. Most professional films, especially those marked for refrigerated storage, have very poor latent image stability, and must be processed very promptly after shooting, or stored at a cold temperature until processed.

Some people practice false economy with films, opting for the longest possible rolls because they are a penny or 2 less per picture. The trade off of less than optimum photos makes that "economy" questionable.

Even without the silver of traditional film, the situation is similar with digital photography. The magnetic recording of a digital camera is affected by any all electro-magnetic fields, whether static or flowing. The longer the time between shooting and transfer to CD the more susceptible to corruption the images are.

Many of our Madison PhotoPlus customers know Eric Kazmirek (Kaz), who has worked with us for a couple of years. Eric just began his college career at Drew last week, and will remain with us on a part time basis. We are also fortunate enough to expand both our staffs: Madison welcomes Erin Decker, a recent Fine Arts graduate from Drew; Summit welcomes Leslie Abeyta, most recently affiliated with the New Jersey Shakespeare Festival. Both service oriented young women look forward to meeting you and exceeding your expectations.

Our stores will be conducting programs in our Better Images Photography School (BIPS) this fall. On Tuesday evening, September 24, we will hold our most basic program covering cameras, films, exposure, composition, lighting and

processing. This is geared to amateur picture takers, primarily with automatic cameras. Please call either store (Madison PhotoPlus at (973) 966-2900; the Photo Summit at (908) 273-7427) for full details. Jerry Harmen, CPC, will be your instructor. Space is limited to 18 people, so please sign up early.

There is still time to register for Lynne's course, "Beyond the Snapshot" at the Summit Adult Community School. The course will meet on Wednesday evenings.

Yes, it's only September, but now is the time to start thinking about photo holiday greeting cards. This is a great opportunity to share something from your experience with people you care about. Ordering your cards early gives you more time to address them, and save you money as well.

Madison PhotoPlus is inaugurating wide carriage inkjet printing services. This digital printing service will be expanded in the months to come, as we are learning more about its potential daily. More about that next month.

When looking for photo links online, remember that we have an active links page from both www.photosummit.com and www.Madisonphoto.com. Check out internet specials while you're there. We have now also included an archive of our series of e-newsletters at both sites.