

# The Pacific Photo 'Family'



Pacific Photo employees from left are, front row, Verda Young, JoAnn Willey Mabel Wray and Janice Cran. Center row, Betty Lou Coleman, Rick Cavallero, Daisy Rush, Roger Hancock, and Wilma Tyree. Back row, Art Witmer, Don Nielsen, Mel Baker and Russell Elliget.

## WORTHWHILE PHOTO TIPS

★ **KODACHROME OR EKTACHROME? WHAT'S THE DIFFERENCE?**

If your exposure is exactly correct, it is difficult to tell the difference on the slide. However, if the exposure is a little off, the Kodachrome will tend to bring out the warm tones; orange, yellow, green. Ektachrome will tend to bring out the cool tones blue, rose, magenta.

★ **RED EYES?** Many people ask us why their eyes appear red on Kodacolor pictures. The film records only what the camera sees. Therefore! Red Eyes! The pupils of our eyes appear black only because there is ordinarily no interior illumination. When light shines directly into the eyes, as during a flash exposure, the retina reflects red light back toward the camera. The remedy?

Keep the room lights on brightly in order to keep your subject's pupils from dilating. A small pupil opening is less likely to permit a reflection of light. (Room lights will not reflect the flash).

★ **IT'S NEW!! - FLASH!!** - All color films now use **BLUE FLASH BULBS**. If you have clear flash bulbs previously used for Kodacolor, just bring them into our store, and we will exchange

them for **BLUE**. No charge, even exchange.

★ **HAS THIS FILM BEEN EXPOSED?** When loading movie film into your camera, make a good sharp crease at the end of the film when putting it onto the take-up spool. You will never be in doubt then. When rewinding 35mm film after taking the pictures, always roll the film all the way back into the cartridge.

# ★ Picture Taking IS FUN! ★



## Happy Snaps

**WALLET PHOTOS**

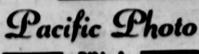
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