

# CATALOG OF SERVICES

## 2004



**DALE**  
LABORATORIES

*Expect more from film and digital photography*

*When you want*  
**MORE FROM  
 PHOTOGRAPHY...**

Digital cameras are here to stay. They offer improved quality, great convenience and instant gratification. It's no wonder that many of our customers have gone digital in the last year.

What's sometimes lost in this rush to digital is the underlying quality that photographers have come to expect from film.

How do you get film-quality prints from a digital camera? Home printing is not the answer for a serious photographer like you. Ink jet prints may be convenient. But, they just aren't as good as pro lab prints.

At Dale, we believe you should never have to settle for "good enough" quality on any photograph...whether from film or digital.

If you own a digital camera, you're going to love our new online printing site, *iprints.com*. A skilled, color analyst individually corrects every digital image to perfection. You'll receive prints and enlargements you'll be proud to show...not just settle for.

If you're shooting film, you'll continue to get the same caring service we've provided for over 30 years. Plus, two fabulous new services; package printing and B&W art prints.

Thanks for choosing us as your photo...and digital...lab!



*Dale, with wife and partner,  
 Elaine and son, David*

Dale Farkas  
 Founder & CEO

Cover Photo By:  
 KAZ TAKAHASHI - ©2003

*Our promise to you:*

**Beautiful photographs...processed by qualified technicians...conveniently delivered to your home.**

**To Order Now!**



**Prints From Digital Cameras:**

Visit ***www.iprints.com***

- Order prints and enlargements from your home or office.
- Individual, image-by-image color corrections will give you vivid, pro-quality prints on Kodak photographic paper.
- Easy on-line sharing with family and friends.
- Fast Delivery - Most print orders are shipped the day we receive them.

**35mm or APS Processing:**

Send us your film in one of our convenient, yellow mailers. The mailer is your order form...and no postage is required!

If you don't have a mailer, please use the order form on page 14.



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**QUESTIONS? Call**

**(800) 327-1776**

M-F: 9 a.m. - 6 p.m. EST  
 www.dalelabs.com

*We're here to help!*



# PRINTS & ENLARGEMENTS FROM DIGITAL CAMERAS

Two easy ways to get real photographic prints!

## 1. Order Prints Online at [www.iprints.com](http://www.iprints.com)



**iPrints.com will give you professional quality prints for as little as 29¢**

- **Fast, hassle-free printing.** Order online and let us make your prints. You'll get better photos...without having to buy expensive inks or paper.
- **Individual corrections** by skilled lab technicians assure optimum color.
- **Archival Kodak photo paper** for pictures that will last for generations.
- **Home Delivery** - You'll be amazed at how quickly you'll receive your prints!

### How To Order Prints Online:

- 1) Go to [www.iprints.com](http://www.iprints.com)
- 2) Select & upload the images you want from your hard drive or memory card.
- 3) Follow the easy, on-screen prompts to finish the order.

## 2. Copy Your Digital Images to a CD-R

Sending us your digital pictures on a CD-R is recommended if you don't have a high-speed Internet connection, for large image files, or if you have many digital images.



Select and burn your digital images to a CD-R. Then, mail us your CD. Please place your image files in individual folders that require the same size and paper surface. (i.e. 4"x6" glossy or 5"x7" matte.)

- By copying to a CD-R, your camera memory card can be erased so you can take more pictures right away.
- You select, copy & order only your best pictures.

**Tips For the Best Digital Prints** – Submit only JPEG or TIFF files. Set your camera for maximum quality (highest resolution) and minimum compression (finest). Minimum suggested size for 4"x6" is 600 x 900 pixels (~300Kb), for 5"x7" 750 x 1050 pixels (~400Kb), for 8"x10" 1200 x 1500 pixels (~600Kb) and for 11"x14" 1650 x 2150 pixels (~800Kb). Be sure to finalize your memory card in your camera. Mail your CDs in a box or in our mailer (between two pieces of cardboard).

## Buying A New Camera?

Here's how to get the best deal ever! First, choose the digital or film camera you want. Second, check out the retail price. *Then, call us!*

Dale Laboratories is a participating Kodak Image Center solutions dealer. We carry Kodak Easyshare cameras. Plus, a complete line of the top cameras from Canon, Nikon and Leica.



Why buy a camera from us? You'll start with a low, competitive price. Then, we'll turn a good deal into a great one by giving you **up to a full year of free film processing or digital prints!** Please call us for our current price and the free processing package included with your camera.



## Digital Camera Memory Cards

Buying an extra memory card will increase the number of pictures you are able to take. Higher access speeds will help you shoot pictures faster. We sell fully-guaranteed Lexar media, including xD cards and Memory Sticks.



Lexar Memory Card	128MB	256MB	512MB	1GB	2GB
Compact Flash					
16x - Hi-Speed Series	\$56	\$68	\$162	-	-
40x - Professional Series	-	\$72	\$172	\$299	\$620
80x - Pro Series	-	\$77	\$185	\$337	\$699
Secure Digital SD Card					
4x - Standard	\$63	\$83	\$212	-	-
32x - Hi-Speed	-	\$90	\$250	-	-
60x - Hi-Speed	-	Call	Call	-	-
Shipping & Handling - \$6.95 Per Order Price as of 4/04 printing date. Please call for current prices.					

To order, please call our Customer Service department at (800) 327-1776.

# 35MM DEVELOPING AND PRINTING

Every picture you take is individually custom-printed by a highly-skilled, master technician.



A typical retail print. Automated machines are unable to fully correct for flash, resulting in washed out faces.



A Dale custom proof. No washed out flash pictures...plus far better density control on your daylight shots.

## Customize Your Prints

- **Choose your size:**  
3½" x 5"  
4" x 6"  
5" x 7"

- **Choose your paper surface:**

**Glossy** for maximum color saturation or

**Matte** for a professional look that resists fingerprints

- **Choose white borders or borderless prints:**

**Borderless prints** have the largest image area or **Borders** for a classic, artistic look



## We make it easy to keep track of your pictures and negatives!

- All print orders include a free photo index print that shows each picture's frame number.
- Negatives are in protective, plastic sleeves.
- The frame number is imprinted on the back of every print.

Additional index prints may be ordered for just \$1 each.



## ADVANCED PHOTO SYSTEM

The Advanced Photo System promised photographers a whole new level of simplicity and versatility. We add a new dimension...custom-quality comparable to 35mm!

- Every frame is individually corrected and printed...with the same care as on our 35mm prints
- Choice of glossy or matte paper
- Camera-selectable choice of three APS film formats
- Free index print plus the frame number and camera information on the back of each print
- Optional Kodak Picture CDs

## 35MM PANORAMIC PRINTS

Some 35mm cameras feature a switchable panoramic setting, giving you the option of intermixing standard format 35mm pictures with panoramics. Flaps in your camera block the top and bottom of the full 35mm frame on the panoramic setting. We can print your mixed panoramic rolls in one of two ways:

1. Standard proofs where the black flaps will show on panoramic pictures or
2. As enlarged, 4" x 10½" on panoramics and 4" x 6" prints on regular format shots.



Standard 4" x 6" proofs shot as panoramics will show black bars on top and bottom.



4" x 10½" Panoramic Print

To order oversized, panoramic prints write "Panoramic" in the Special Instructions section of our mailer. Please include an additional \$4.00 per roll and for each set.



# DALE PICTURE CDs

Get Digital Pictures From Your Film Camera!

If you prefer the quality of 35mm film and also want the convenience and flexibility of digital, we've got the solution for you!

## Going Digital is Easy

You don't need a digital camera to get photos you can email and use on your computer. Just order CDs with your next print or slide order. It's as simple as checking a box on our mailer.

## How Good Are The Digital Images?

Dale Picture CDs scanned from 35mm film, have the equivalent resolution of a 6 megapixel digital camera (2048 x 3072 pixels). We also color correct every frame. So, you always receive great looking images.

### Dale Picture CDs From 35mm Rolls

- The best value and easiest way to get digital pictures from 35mm print films.
- Automatically opens when inserted into your computer's CD drive.
- Has high-resolution images for print applications, plus low-res JPEGs for web pages and emails.
- Crop, remove red-eye, and enhance images with free PhotoSee™ software.
- Holds one roll of 24 or 36 exposure print film.



### Archival CDs – Digital Scans of Previously Developed Film



- Ideal for professional image archiving, internet, and graphic arts applications
- Order from previously developed slides or negatives
- Holds up to 140 JPEGs or 35 TIFFs
- Includes a thumbnail index print of all images
- A low-cost means for storing a large number of images

# PhotoSee® VIEWING SOFTWARE

The Best Picture CD Just Got Better!

Our Picture CDs include exclusive, new software developed by ACD Systems™...the makers of ACDSee™ – the world's #1 viewing application!

## Do More With Your Pictures

- View Slide Shows
- Crop Pictures
- Adjust Brightness & Contrast
- Create Thumbnail Index Prints
- Print Photos On Your Home Printer
- Quick-viewing 600KB JPEGs Plus Larger Files For Power Users



## Share Pictures With Family and Friends

Our new software takes all the work out of emailing your photos. You can share directly from PhotoSee™ without ever having to open your email application. PhotoSee™ even lets you select contacts from your address book and automatically sends your message and images.



## Easy To Use...Yet Powerful

Just insert the CD into your CD drive and you're ready to go.

You'll be amazed at just how simple it is to adjust and fully control your pictures. PhotoSee™ is easy, intuitive...and lots of fun!



# How To Get THE WORLD'S BEST COLOR SLIDES

There is nothing in photography that can match a color slide for sheer brilliance. That's why so many serious photographers choose to shoot slides. Whether you prefer to use traditional E-6 slide film or take advantage of our unique slides from negative process, you'll always get the world's best color slides.

As an added value, with all slide orders we offer:

## Archival Slide Sheets to Protect Your Slides

If you've ever played "52 pickup" after opening a box of slides, you'll appreciate our convenient slide sheets.

- 100% acid-free
- Easy to view, organize, and store
- Protect against dust and scratches

## Optional Custom Imprinting

- Personalize and organize your slides with imprinting
- Date and sequential number are imprinted on all slide orders at no charge
- Add location, copyright or other information
- Use up to four lines



## Slides From Ektachrome & Other E-6 Process Slide Films

Today's color slide films are better than ever! We bring their colors to life with quality-controlled, professional processing. In addition to developing and mounting your slides, we can:

- Scan your E-6 slide images to Dale Picture CDs
- Print spectacular digital enlargements directly from 35mm slides

E-6 Processing is available from 35mm & 120mm.

## Our Special Process For Slides From Print Films

Dale Laboratories is world famous for a process that allows you to get both slides and prints from the same roll of film. Just shoot any Kodak, Fuji or other color print film instead of using a slide film. You'll get fantastic slides, plus optional prints and CDs.

## How We Make Slides From Negatives

This process is a photographer's dream! We print 35mm color negative films onto Kodak Vision™ print film, producing rich, vibrant color and outstanding sharpness. Our process, combined with the extra-wide exposure latitude of color print films, gives you virtually "goof-proof" slides. (See the example below.)

### A Slide Film's Exposure Latitude (Ektachrome)



Slide films like Ektachrome or Fujichrome have limited exposure latitude.

### Slides From Print Film (With Our Correction Process)



Our process automatically corrects for most camera exposure errors.

## Slide Duplication Services

### Duplicate slides from color print films at the time of original processing:

- Every frame on your roll will be duplicated.
- Cost Per Additional Set – \$ 7.50 per 24 exposure roll; \$8.50 per 36 exposure roll.

### Duplicate slides from previously developed color negatives:

To order: Cut your negatives into strips of four frames. Follow the instructions on page 26. Please do not cut negatives into single frames!



# 35MM & 120 PRO PROOFING

Use our professional proofing services for photographically demanding subjects such as wedding candids and studio portraits.



## Wedding At Vizcaya Miami, Florida

© 2004 Larry Johnson

Larry Johnson took this bridal portrait at the famed Vizcaya estate on Biscayne Bay.

Besides classic portraiture and weddings, Larry is one of America's leading pet photographers.

See more of Larry's work at [www.johnsonanimalphoto.com](http://www.johnsonanimalphoto.com)

## Outstanding 35mm & 120 Previews

- **Pro Proofing** – Recommended when you're selling your previews as finished enlargements. Each roll is video analyzed and tested until we achieve the optimum color balance. It is then printed with the smooth, true-to-life fleshtones only optical printing can provide. Dust spotting is included for beautiful, finished prints.
- **Digital Pro Proofing** – Suggested for professional use when you want to turn color negatives into black & white or sepia prints on color paper. Film is scanned, color corrected and digitally printed. Digital Ice™ provides automatic dust removal. (35mm Only)

WHEN YOU HAVE A LIMITED BUDGET...

Consider Standard Proofing. This is the same, standard service we offer on our yellow mailer...top quality prints at a very reasonable price. Your film is video analyzed and optically printed.

To Order Pro Proofing, please use the pull-out order form.

# DIGITAL PRO PROOFING FROM 35MM FILM

Use Custom Digital Effects For A Special Look!

## Turn Color Into Black & White

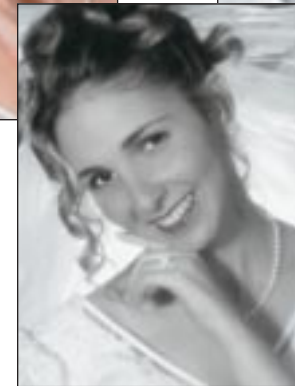
Inside many a color picture lies an outstanding black and white composition. We'll transform your color negative images into beautiful B&W prints.



Original Color



Neutral B&W  
(Standard)



Warm B&W



Sepia

A Smart Option – Order your first set of Digital Pro Proofs in color and a low-cost 2nd set as black & white.

## Digital B&W Prints From Black & White Film

Kodak has introduced a new generation of high-performance, *chromogenic* black and white films. Kodak's **Black & White** and **T400 CN** have finer grain and higher resolution than Kodak's standard, silver-based B&W films.

You can order either optical or digital prints from *chromogenic* B&W films. However, we highly recommend digital proofs and enlargements. You'll get the most neutral tones, plus digitally enhanced sharpening and contrast equalization. Choose any of the tonalities shown above with digital printing. Conventional, silver-based B&W films can also be printed digitally.

# DALE PRO SCANS

Pro Scans are made on Imacon's new,  
Flextight 848 virtual drum scanner.

Reproduction of photographs for Giclée art prints, posters, magazines and brochures requires high-resolution, digital scans of slides or negatives. As a photo lab, we apply our color expertise for better scans, while saving you money with much lower scanning prices than service bureaus and printers.

- Dynamic range of 4.8
- File sizes up to 500MB
- Virtual drum scans ensure precise focus and alignment
- True 16-bit per channel scans
- Glassless film holders, so no oil or gel touches your originals
- Individually color-optimized by a master scan technician
- 1:1 digital dust and scratch removal
- Saved as RGB or CMYK TIFFs
- Delivered on your choice of CD-ROM or DVD-R media
- 16-bit black & white scans also available
- Available from 35mm, 120, and 4"x5"
- Starting at \$15 per scan



Dale Pro Scans are used to produce our outstanding Giclée and Poster Prints. (Page 20)

Please see the pull-out order form for prices.

## Additional Services

### Prepaid Processing Mailers

- Custom-imprinted with the service you or your company need - Each mailing envelope will have your name and the precise services you want.
- Ideal for medical offices, organizations, schools & government agencies
- Suggested for photo services ordered on a regular basis — No need to fill out mailers, calculate payments or make purchasing decisions.
- Great for long trips - Mail film to our lab as you expose it.

#### To Request Mailers:

(Prepaid or Standard)

Please call (800) 327-1776

#### Customer Service Hours –

Monday - Friday, 9:00 a.m. - 6:00 p.m. (EST)

Information 24/7 at [www.dalelabs.com](http://www.dalelabs.com)

### Services Not Shown In This Catalog...

- Gift Certificates
- Model Composites
- Custom Photo Projects
- Video Analyzed Slides For Sports and Concerts
- Volume Discounts On Multiple Enlargements and Art Prints

Please call our friendly Customer Service representatives with any questions or special requests. We're in the "yes" business!

### Photo Bucks – A special bonus for our customers!

You'll earn one Photo Buck for every \$20 or more you pay for film processing or enlarging (excluding invoiced sales, tax & shipping). Use Photo Bucks to save on your future orders.



Quality Rated by  
the Editors of  
PHOTOGRAPHIC  
MAGAZINE  
as one of the



### Your Satisfaction Guarantee

Your complete satisfaction is our #1 priority. Should you ever receive any photographic print or processing service that is not 100% up to your expectations, please let us know. We will either improve it or let you know why it cannot be improved. If you are still dissatisfied...for any reason...you may return your order for a complete refund.



# THE KEY TO PRIZE-WINNING

## You Don't Have To Be A Pro To Look Like One!

By using Dale Laboratories, you will receive enlargements with professional quality that simply isn't available in retail stores.



*We'll apply our skills and the utmost care to make the best possible enlargement of every negative, slide or digital image you send us!*

©2002 Kaz Takahashi - Zabrizsky Point Sunrise

# ENLARGEMENTS

# COLOR ENLARGEMENTS

Getting professional enlargements is as easy as filling in an order form and sending us your negative or slide.

## Here's how we make your enlargements:

1. Your negative or slide is digitally scanned into one of our printing machines. A positive image of the picture shows on a monitor. Color and density are precisely adjusted by a technician who corrects from the video image.
2. We make a 4"x6" test print on Kodak photo paper.
3. A skilled color analyst examines the 4"x6" print and makes additional color corrections (if any are necessary).
4. The finished color enlargement is printed. Optical prints are made through a fine Nikkor lens. Digital prints are output as millions of colored dots (pixels). If the enlargement is less than perfect, it's corrected and printed again.
5. Any imperfections or spots on your prints are hand retouched with special Kodak dyes.



## Start with Negatives, Slides or Digital Images

We can digitally print your slides, negatives or digital camera images directly onto photographic paper...without going through a lens. Internegatives of slides are no longer required for sizes where digital printing can be used.

Traditional optical printing from negatives may also be a good option. It's ideal for many photographic situations, such as portrait photography.

That's why we offer both optical and digital printing.

## Optical or Digital Enlargements... Which Are Best?

**From color negatives** you'll get the most realistic, true-to-life color with optical printing. Order digital enlargements where you want special effects such as underwater corrections or B&W from color.

**From slides or black & white negatives** you will get the highest quality with digital printing. Direct, digitally printed enlargements are available from color slide films (like Ektachrome) and B&W negatives in sizes 5"x7" through 12"x18". Internegatives are not required when slides are printed digitally.

For non-digitally printed sizes of slides (*wallets, 3 1/2 x 5 or 4 x 6 reprints and 14 x 20, 16 x 20 or 20 x 30 optical enlargements*) please order internegatives.

To order enlargements from your slides, list the frame numbers shown on the slide mounts and the number and size of the prints you want on a separate piece of paper. We suggest that, whenever possible, you order our digital sizes (5 x 7 - 12 x 18) for optimum print quality.

## Digital Proofs & Enlargements of Underwater Photography

Why settle for bluish, murky colors on your dive shots? Our digitally enhanced printing process will put true underwater colors back into your pictures.



Original photo by Gloria Fulkerson  
A conventional optical print where red light has been filtered out by the water's absorption.



©2004 Gloria Fulkerson  
Our digitally enhanced print. Available when you order digital proofs and enlargements from negs.



# GICLÉE FINE ART PRINTS

*Imagine your photograph, reproduced in rich colors on genuine artist's canvas or watercolor paper... framed and ready for display in your home or office.*

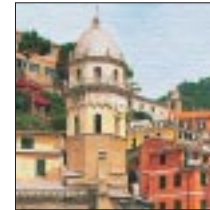


We're pleased to bring you Giclée (pronounced zhe clây) fine art prints. Through a special process, we are able to transform your negatives and slides into beautiful prints that have the look and feel of exquisite paintings.

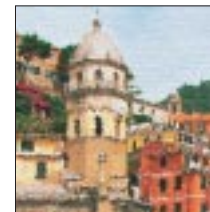
The character of giclée prints come from the richness of their deep, pigmented dyes on textured artist's media. Each giclée print is its own unique creation... a work of art you'll be proud to display as your own.

## A Guide To Ordering Giclée Prints

The finished appearance of your giclée prints will vary depending upon the character of your original photographs, the stylistic enhancement provided by our digital artists, and the texture of the paper or canvas you choose. You have the choice of either a photorealistic or hand-painted look.



**Photorealistic** – A photographic rendition of your negative or slide using pigmented dyes on canvas, fine-art or poster paper. The texture and absorbency of the canvas or paper media blends with your image to give its artistic look. Excellent for both portraits and landscapes. Includes light retouching of film scratches and facial blemishes.



**Painted** – Our digital artists selectively soften your image and apply subtle brush strokes. Painted images are ideally suited to landscapes on both fine-art paper and canvas.

## Framing

We offer custom framing, giving you the opportunity to order a complete, ready-to-hang work. Approximate frame dimensions:



Gold Gilt\*



Wood\*



White Wash\*



Contemporary Black\*

Image Size	Canvas Frame	Watercolor Frame
11" x 14"	15" x 18"	21" x 24"
14" x 20"	18" x 24"	24" x 30"
16" x 20"	20" x 24"	26" x 30"
20" x 24"	24" x 28"	30" x 34"
20" x 30"	24" x 34"	30" x 40"
30" x 40"	34" x 44"	40" x 50"

Canvas pictures are stretched and framed.  
Paper prints are matted and covered with plexiglas.

\* Frame style may vary from this illustration due to availability from manufacturers.

**Order Your Finished Image On A CD** and you will be able to exactly duplicate your picture at a later date. You'll also save 20% on future prints!

# B&W FINE ART PRINTS

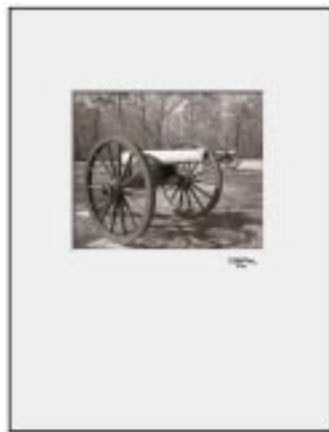
*Your pictures can have the look and feel of fine gallery prints.*

The great classical photographers ... Steiglitz, Weston and Adams ... perfected photographic exposure and darkroom techniques to extend the tonal range of their black and white photographs. Their goal, which you can see in museums and national galleries, was to create true photographic art.

Let us transform your images ... color or B&W ... into museum-quality, black and white art prints! At Dale Laboratories, we've gone beyond the traditional darkroom with a special digital process to apply archival carbon dyes to fine-art papers. Your prints will be exceptional, with the rich, graduated tones once attained only by Master Photographers.



Selenium (Neutral)



Sepia

- Order from 35mm or 120 B&W or color negatives or transparencies. You may also submit digital image files, color or B&W, on a CD-R. (We'll convert your color images to black & white.)
- All prints are on fine-art paper in sizes 8" x 10" - 30" x 40".
- Prices are the same as for Giclée art prints.

*About these pictures:* Both photos were exposed on 35mm Kodak Max color print film and converted to black and white art prints. Photographs were taken at the Lookout Mountain and Chicamauga National Battlefield Parks in Tennessee. Gallery-style frames are shown as display illustrations. These frames are not included in the fine art print prices.

# PACKAGE PRINTS

*Inexpensive...yet high-quality...enlargements of special event photography.*

Package prints allow professional photographers and weekend pros to offer their clients superb enlargements at competitive prices...while making excellent profits for themselves! Traditionally, package printing has been used primarily in school photography, sports & band pictures.

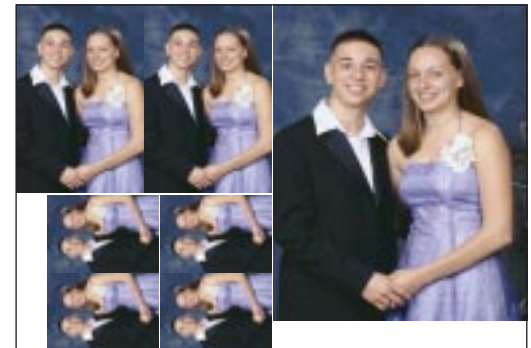
Many pros use our packages to create new opportunities. At corporate events they will set up a background and studio strobes to take "formals" at dinners. Bridal photographers have found package prints to be a great add-on service. They take portraits of bridesmaids and groomsmen, offering the bridal couple memorable, yet modestly priced, gifts for their bridal party.

## Package # 11 - 11:

Contains the following print sizes & quantities:

- 1 - 8" x 10"
- 2 - 4" x 6"
- 4 - 2 1/2" x 3 1/2" (Wallet sized)

Priced at just \$3.50 per print sheet! (Uncut.)



*We offer twenty-six different print packages to suit your needs.*

## Requirements for ordering package prints:

- The same lighting and background must be used for all photographs.
- Available from 35mm negatives and JPEG camera files copied to a CD-R.
- The minimum order is 15 package prints.
- Professional matte paper is standard; glossy is available on request.
- Please request no more than three package sizes per order.
- Write print quantities (with package ID#s) and sizes on a separate piece of paper and submit that sheet with the order form on page 14.

The laboratory reserves the right to determine which photographs, backgrounds and lighting qualify for package printing.



# HOLIDAY CARDS



## Cards For Vertical Pictures



PG223



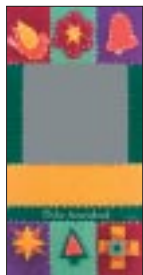
PG228



PG229



PG230



PG231



PG239

## Optional Imprinting

Select up to 60 characters (including spaces) for your imprinted message. Please indicate upper and/or lower case lettering.

**Use the order form on page 14.**

Turn your favorite picture into a custom greeting card that will be cherished for years!

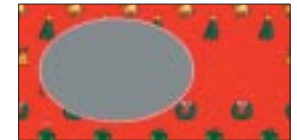
## Cards For Horizontal Pictures



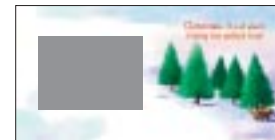
PG220



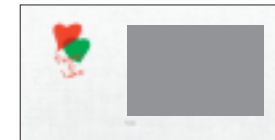
PG221



PG222



PG224



PG225



PG226



PG227



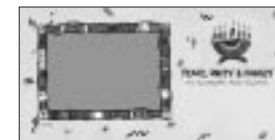
PG232



PG233



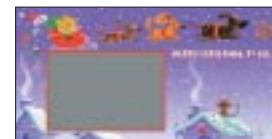
PG234



PG235



PG236



PG237



PG238

## To Order Enlargements From 35mm Color Negatives

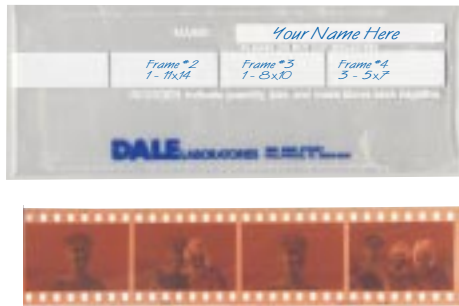
### 1. Select Your Negatives

Negatives must be submitted in strips of three (3) or four (4) frames.

**Please do not cut negatives into single frames.**

### 2. Match Your Negative Strips With the Corresponding Frames on the Plastic Negative Sleeve

On the negative sleeve, write your name and indicate the size, number of prints and frame numbers of the negatives to be printed.



**Note:** Be careful not to damage your negatives with fingerprints, by writing over them, or by folding.

### 3. Insert Negatives

Place your negs fully into the plastic sleeves and mail your negatives in an envelope with cardboard or other reinforcement.

### Cropping On Enlargements

Some of the image area on your 35mm negatives and slides will be cropped (not printed) on the standard enlargement sizes of 5 x 7, 8 x 10, 11 x 14, 16 x 20, 20 x 24 and 30 x 40. This is due to the differences in the proportions of the artistically "ideal," shorter rectangular shape of the standard enlargement sizes compared to the long rectangular shape of the 35mm negative frame.

Where the full 35mm negative frame is important, as with group shots, we suggest the full frame formats (8 x 12, 12 x 18, 14 x 20 or 20 x 30) be ordered. Though these sizes will **not** print the negative or slide images from corner to corner, they will show most of the frame and will usually avoid cropping out people on the ends of groups.

If you wish to have your enlargements cropped...within the proportions of an 8 x 10 ratio print...please indicate your instructions on a drawing and enclose it with your order. For a greater degree of cropping, order digital prints. No cropping is available on 2½ x 3½, 3½ x 5, 4 x 6 and 5 x 7 prints.

## Prices

Please go to our home page and click on "Order Forms." All of our services are listed...and the form will calculate your order.