FOCUS ON PHOTOGRAPHY

Special pictures deserve custom treatmen



Most one-hour minilabs generally do a fine job in quickly printing at low prices your ev-eryday shots with color negative film. But their services are limit-ed and there are many things they can't do. This is where a custom lab will be of great benefit to you.

For example, does your picture need cropping? Are there some highlights that are washed out or some shadow areas where detail has been lost? Are there some spots or scratches on the original negative that are showing up in the print? Or perhaps certain areas of your picture need light-ening or darkening. Well, a custom lab

can take care of all these things for you. Custom labs can de more for you, too Custom labs can do more for you, too.
Say you intentionally or unintentionally over or underexposed your film. A
custom lab can compensate for this in the developing and printing of your roll.

Custom labs can make alides from negatives or negatives from slides. They can even make slides from prints. They can print odd sizes, offer a variety of paper choices and can restore old, scratched photographs.

Custom labs offer a multitude of mounting and laminating services and will give assistance in the best way to

present your images.

What's the best way to find a custom lab in your area? Word of mouth is all the best way to find a custom lab in your area? ways ideal. Ask a photographer friend or a professional photographer for a recommendation. Visit some labs to com-pare prices and services and to look at samples of their work.

samples of their work.
Good fabs, as in all good businesses, value every customer, even those with small orders. So if you're being mistreated or ignored, look for another lab.

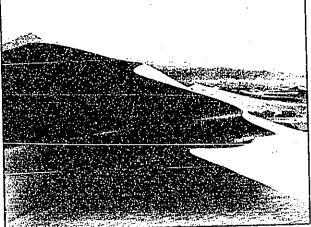
Once you've found one you like, build a relationship with some of the employ-

ees and stick with that lab. The results you'll get will be rewarding indeed.

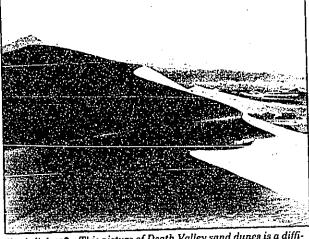
Monte Nagler is a fine art photogra-pher based in Farmington Hills. You can leave him a message by dialing (313) 953-2047 on a touch-tone phone, then his mailbox number, 1873. His fax number is (810) 644-1314.



LOOKING BELOW THE SURFACE



How's it dune?: This picture of Death Valley sand dunes is a difficult photo to produce by a one-hour minilab because of the intricacies required in the printing. Monte Nagler can easily do it in his



darkroom just as a custom lab could do it in theirs.



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