

travel

Before boarding, take advantage of the freebies

BETWEEN PLANES — Advance information is a traveler's most useful planning tool. Profit-making organizations within the travel industry are eager to provide it. Companies in the hotel and travel transportation business advertise heavily for your travel dollars, but they do more than that. They are so eager to attract your business that they offer many useful services that are above and beyond the services you pay for.

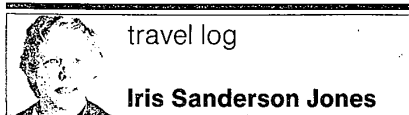
Unfortunately, very few people take advantage of this rich source of travel information.

A good example is Alia, the Royal Jordanian Airline, which is eager to attract business and tour travelers to the Middle East. They probably know that many Americans are nervous about traveling there and that events in Iran have done nothing to ease that nervousness.

Alia offers several things to travelers, the most intriguing of which is the Mideast Travelpak. It contains general information about Mideast people and cultures, details about climate, language, economic conditions and currency in various middle eastern nations and specific information for businessmen.

The Travelpak includes entry and inoculation information about every nation where Alia flies, as well as a visa application form and a sample cover letter.

Interested businessmen can also ask for a complete list of Middle East Consulates and embassies in the U.S. and Canada.



travel log

Iris Sanderson Jones

Send them a business card and they'll also send you personalized luggage tags. Maps are included in the package.

That's the most interesting item Alia offers, but there is more: the Alia Report, a business newsletter. Write for these goodies to Mideast Travelpak/Alia Report, Subscription Department, Post Office Drawer A, Carle Place, New York, N.Y. 11514.

AMERICAN AIRLINES, eager to attract you on new routes to ski regions, offers you a new brochure called "Ski America," that is full of information. It includes de-

tails of climate and the ski atmosphere of each area as well as information about the airline's own tours. It's available from your travel agent.

THE HOTEL ASSOCIATION of Washington, which wants you to fill its empty rooms over the Christmas season, is offering drastically reduced holiday packages at city hotels. They'll send you a "What to See and Where to Stay Guide" with a map, information about holiday events and, of course, the information about weekend packages.

A HOTEL CALLED the Beach Inn in Virginia Beach, Va. is so eager for your patronage that owner Scott Sterling built his own television station. Scott believes that what people want is new movies and televised sports events, so he mounted a television "dish" pointed straight at the 22,300 mile-high RCA communications satellite called Satcom.

LOOKING SOUTH, Aviana Airlines and the Columbia National Tourist Board wants to attract your attention with an art competition geared to the International Year of the Child.

It is open to American and Canadian children younger than 12. Each contestant can submit up to two entries, using any painting or drawing technique. Subjects should relate to commercial aviation, with some theme reference to Aviana Airlines.

You can win one of three first-prize trips for two to Columbia. Send your child's drawing in before Dec. 31 deadline to Aviana Art Competition, 4299 N.W. 36th Street, Fourth Floor, Miami, Fla. 33166.

Be mindful of travel pics in shopping for shutterbugs

By IRIS SANDERSON JONES

There is an old saying among professional photographers: "Most cameras will take pictures as close as 3 feet, but most photographers won't."

There is another opinion prevalent among people who make their living with a camera: They believe that with many aspiring travel photographers buy too much expensive equipment, and don't know how to use any of it.

This is the time of year when well-meaning friends and relatives are likely to wrap those expensive photographic gadgets and leave them under the Christmas tree for travelers planning 1980 trips to nearby or faraway places. We asked professional travel photo-

grapher Micky Jones to advise Christmas shoppers about photographic equipment and how to use it when you travel. Jones publishes his work on this page, as well as in the Detroit News, Monthly Detroit, Michigan Living and other regional and national magazines.

Q: What kind of equipment does a tourist need to take good travel pictures?

A: You can use any of a large variety of cameras but the majority of travel professionals use a single lens reflex (SLR) 35 mm camera. A SLR costs somewhere between \$150 and \$300 with a standard 50 mm lens. The 50 mm sees about what the eye sees.

The higher priced models are higher

quality and have convenience features such as automatic exposure, self-timers, strong camera bodies, and higher shutter speeds. But you may not need all that.

A basic camera with an automatic exposure lens costs \$300. Even the cheaper models have built-in exposure meters.

All cameras can be bought with interchangeable lenses. You can take good pictures with the standard lens. But most travel photographers want a 28 mm or 35mm lens for wide-angle shots and a 135mm lens for telephoto shots.

A basic camera bag also holds a small automatic flash unit, a cable release, and a few accessories such as a set of close-up lenses, a polarizing filter and some lens-cleaning tissue. Close-up lenses and filters make good, inexpensive stocking stuffers.

CAMERA BAGS come in aluminum, canvas, leather or vinyl materials. I personally carry a canvas bag, because it's light, but the lenses inside the bag are in leather pouches.

What kind of film? Travel professionals usually choose color slide film exclusively, and make color prints from them if desired. Most use Kodachrome-64, which lets you take pictures in a wide range of light conditions and has a fine-grain quality second only to K-25.

Purists use K-25 for its quality but it's a very slow film. Most of us carry a few rolls of very fast film for low-light situations, but K-64 does most of the job.

Color negative films are much more expensive per picture. People who hate slide shows or want only family albums might still prefer to use color negative film and take fewer pictures.

Buy your film at home and carry it

with you, because it's usually expensive overseas. A lead-lined film bag makes a good Christmas gift, because it protects your film from airport X-ray machines.

If you are buying photo equipment for Christmas, that's all the traveling photographer needs to make a basic, light-weight camera kit. Possibly add a small light-weight tripod.

Q: How does a travel photographer learn to take good pictures?

A: The best learning tool is the one most new photographers ignore: the instructions that come with your camera. Read and reread it.

You'll avoid the obvious problems that mess up so many trips — problems that occur when you don't put the film in right, don't change the ASA setting so the camera knows what film you are using and other obvious mistakes.

Shoot at least two rolls of film before you take a new camera on a trip. You'll learn a lot about both your camera and yourself. You will find out if you are using the controls properly, whether you are jiggling the camera too much, exceeding the limitations of the equipment, focusing well, etc. You'll also find out whether your accessories are working and whether you know how to use a flashgun.

YOU SHOULD practice when you refer to your instruction book and when your pictures are not too important to you. You don't want to make those basic mistakes when you are overseas and don't have a second chance to take your pictures.

This kind of basic practice and the time you spend with your instruction book helps you understand things like depth-of-focus (whether you can get a close and a faraway building both in focus) and unusual light situations such as backlighting or sunsets.

There are some things you should avoid if possible. Don't snap pictures out of his windows. Avoid posed pictures of six people lined up in front of a landmark.

Don't take a picture of your wife on the steps of a cathedral when you are 300 feet away. Put her close to the camera, and don't worry about whether her whole body is in the picture.

DON'T TRY to squeeze too much into a picture. Take lots of photos of people, and scenes with people in them. There's nothing duller than a lot of monuments in a deserted square.

Photograph market squares, pubs, street scenes and interesting faces.

Always get as close as possible.

Before you snap the shutter, check your background. Make sure there is not some major distraction and that the camera is level so the buildings don't tilt. Don't take all your pictures horizontally. Vertical pictures are more impressive and interesting.

Study some basic books about compositions. Take pictures that have signs or other things in them that help to tell the travel story to your friends; you can also use those pictures to make titles.

Don't take flash pictures inside a huge auditorium or a stadium. A flash will only light the area up to 25 feet from the camera.



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