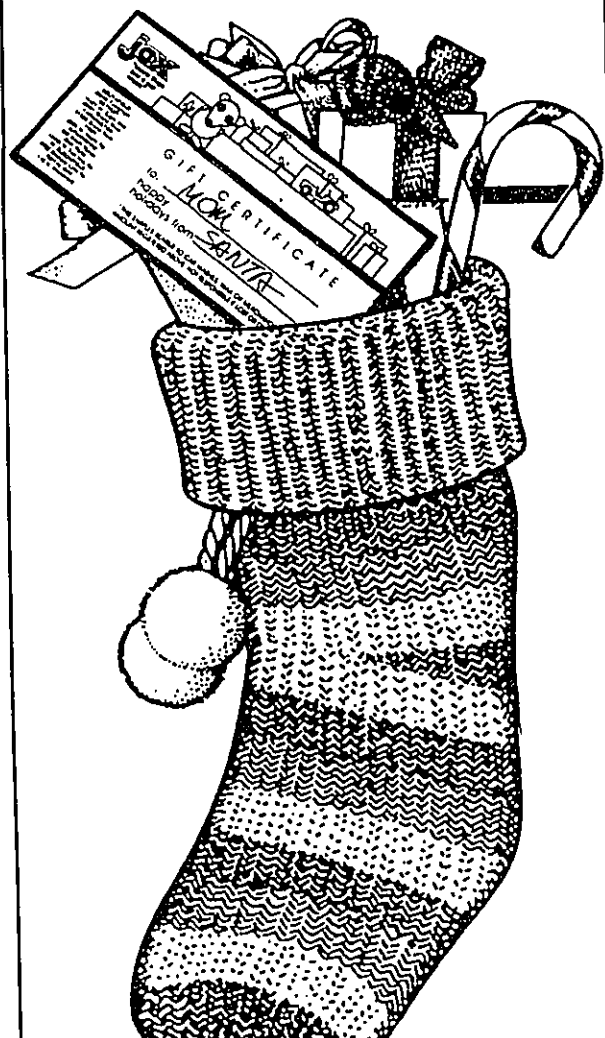


Knock Their Socks Off This Year...

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Frame the family

Save the memories with photos

CHRISTMAS IS a time for families. Families travel miles to be together during this festive season, spend hundreds of dollars on long-distance telephone calls and together offer yuletide greetings to friends and relatives near and far.

If a picture is worth a thousand words, what better way to preserve the family spirit than with professional photographs?

"The family unit is experiencing a rebirth," said Lois Ross, special consultant to Kodak. "Since extended families don't always live in the same town, relatives often have to share the growth of children and loved ones through photographs. Portraits taken at various times throughout the year help families stay in touch."

MORE THAN one-third of all households in the United States have had a professional portrait made in the last year, and photography analysts project a continuous increase through 1990, according to a study conducted by the Eastman Kodak Co.

Christmastime is the best season for sharing the gift of portraits. Faraway loved ones can see how the children have grown and any new additions to the family through portraits.

Or parents may want to drop wallet-sized photographs of the children in Christmas packages and letters. A family portrait makes a good gift for grandparents, parents or even family members. And the holiday season is the prime time for family sittings when everyone comes home for the holidays.

Professional portraits aren't limited to the studio sittings of several decades ago, and families don't have to sit stiffly and utter a collective "cheese." There are as many types of professional portraits as there are families, ranging from studied and formal to casual, indoors or outdoors.

Why not stage a sitting in mounds of snow, with the family bundled in furs in a sleigh? Or an informal sitting around the new baby's crib, with everyone admiring the new addition?

EXPERTS SAY it's best to get to know your photographer before the sitting. Each has his or her own style, so study the works of several studios before making a selection.

The rapport clients and photographers develop also is important. The photographer must be able to relax and bring out the best in his or her subjects.

This is especially important when photographing children, who are easily frightened by strangers in a roomful of equipment.

To get the best photographs, effective communication with each age category is necessary, according to Sears Portrait Studio experts.

To reduce anxiety, some photographers hold babies and talk and play with toddlers prior to taking their picture. And most encourage the parents to stay close by.

THE BIGGEST question families ask about portrait sittings is "What should we wear?" Most photographers will have suggestions of wardrobe and grooming that will suit the chosen location. They also will be able to coordinate a family's clothing and match it to the decor of the room where the portrait eventually will hang.

Here are a few general tips from Kodak and Sears Portrait Studios:

- On the day of the sitting, be yourself. Don't try a new hairstyle or different makeup on the day of your portrait. Wear clothing you feel comfortable in, or bring a selection of your favorite outfits for variety.

- Wear simple clothing. Avoid pat-

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