

adjustments may be required to create the desired effect. Restoring an old original photo could take all day!

Third, the business community's obsession with cost-containment has taught consumers nationwide to focus on price as the single determining factor in making a buying decision. Quality and service are *assumed*, and this is unfortunate because millions of Americans cheat themselves in dedicated pursuit of nothing but a better bottom line.

Y' see, whether it's a plumber, dentist, electrician, auto technician, doctor – or photo restoration technician – you get only what you pay for. Highly skilled professional services cost money. I follow the fine example of restaurateur Bob Evans when he says, "We do it right – or we don't do it." 'Nuff said.

Q: Can you work with movie film or videotape?

A: No, we do still pictures only. For film or videotape call:

- Richard Singer at D2A2D Services
215-295-6336.
- Mike Baskin at Masterpiece Multimedia
610-993-3155
- Dick Spahr at Spartronix Video
610-647-2800

Why Bother?

By now you may be thinking of the visual memories you've got stashed away – somewhere – and how you always meant to do something with them – someday. You may also be wondering why you should be considering making such an investment right now. Why bother? The answer has to do with time.

Those old materials won't last forever. The images gathering dust and fading away in your attic, closet, basement or garage represent your life, your personal history, and those of your friends and family. They are waiting to be seen. When an old friend asks, "Hey, what did you do with the photos of our senior prom?" what do you say? When your sister wants to know what happened to the pictures of your grandparents, how do you answer? Imagine the deep sense of loss you might feel to discover, years from now, that an irreplaceable page of your past has become lost forever. Why bother? Why not?

For your personalized free estimate, call 610-647-4341. Call today. You'll be glad you did – and so will those who are close to you.