

THIS IS YOUR RETURN LABEL Please complete and enclose with your enlargement order.

FROM: DALE™
LABORATORIES
HOLLYWOOD,
FLORIDA 33020-0900

SHIP TO: NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

ENLARGEMENT OR REPRINT ORDER FORM

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

WRITE THE TOTAL NUMBER OF NEGATIVE FRAMES ENCLOSED IN THIS BLOCK

FILM TYPE: (Please Check)

5247 Negatives Kodachrome Gold/VR
 5294 Negatives Fujicolor
 5297 Negatives Other _____

MAIL WITH RETURN LABEL TO:
DALE™
LABORATORIES
2960 Simms St.
Hollywood, FL 33020-0900

INTERNEGATIVES must be ordered to make enlargements from Kodachrome, Ektachrome, and other slide films. Enlargement sizes: 5 x 7 through 20 x 30. **Add \$5.00 per Internegative.**

REPRINT ORDER: COMPUTERIZED SERVICES	PRICE	QUANTITY	TOTALS
2½x3½ (wallet size).....	.35 ea.		
3½x5.....	.45 ea.		
4x6.....	.75 ea.		
5x7 (full frame).....	\$1.95 ea.		

ENLARGEMENT ORDER | TEXTURING | FLUSH MOUNTING

SIZE	PRICE	QUANTITY	Per print QUANTITY	Per print QUANTITY	TOTALS
8x10.....	\$4.75 ea.		\$1.00	\$2.00	
8x12 (full frame).....	\$4.95 ea.		\$1.00	\$2.50	
11x14.....	\$7.95 ea.		\$1.25	\$3.00	
14x20 (full frame)....	\$10.95 ea.		\$1.50	\$4.00	
16x20.....	\$10.95 ea.		\$1.50	\$4.00	
20x24.....	\$15.95 ea.		\$2.25	\$5.50	
20x30 (full frame)....	\$16.95 ea.		\$2.25	\$6.50	

Texturing on print sizes from 14"x20" through 20"x30" is only available with flush mounting.

INTERNEGATIVES from Kodachrome/Ektachrome Slides \$5.00 ea.....

Charge my: Visa or Mastercard
Expiration Date Mo. ____ Yr. ____

Signature _____
Credit card orders cannot be processed without a signature.

TOTAL AMOUNT OF ORDER \$ _____
SALES TAX (Fla. residents only) \$ _____
Add Shipping and Handling
20% of order. \$2.00 Minimum,
\$12.00 Maximum..... \$ _____
TOTAL AMOUNT ENCLOSED
(U.S. Funds Only) \$ _____

Customers outside the United States, Canada, and Mexico, please include \$5.00 in addition to standard shipping to cover overseas postage and handling.

Please add a 100% surcharge to each enlargement where an exact color match to a previously made slide or photograph is required. NOTE: You may send in a print as a "guide" (particularly with artwork) with no surcharge. Kindly keep in mind that the color of your "original" proofs, though pleasing, may not be the most accurate color possible. In such situations, our staff will use its professional judgement in making corrections. On enlargement re-orders we would appreciate your returning negatives in glassines with our written numerical corrections to assure consistency of color match.

HOW TO FILL IN YOUR PROCESSING MAILER

(For Slides and/or Prints)

1. Indicate the service you want by checking the appropriate box on the mailer. (Example 4 x 6 Studio Prints™ and Negative, with an extra set of Prints.) Circle the per roll price for the film type and size. Then fill in the amount (per roll price times the number of rolls).
2. Print your name and address on the return shipping label.
3. Enclose your film, the return label, and payment in the mailer. Use the Visa/MasterCard form on the mailer if you wish to charge your processing. Return exposed film in its original plastic can for additional protection in the mail.
4. Retain your receipt.

ORDER FORM

NAME: JOHN SMITH
ADDRESS: 77 MAIN ST. TRIDENT, TN 37618
CITY: TRIDENT, TN 37618
STATE: TN ZIP: 37618

APR 30 1982

ITEM	QUANTITY	PRICE	TOTAL
EASTMAN 5247 35mm Color Print	20/24	\$7.75	\$155.00
EASTMAN 5294 35mm Color Print	20/24	\$7.75	\$155.00
KODACOLOR VR 35mm Color Print	20/24	\$7.75	\$155.00
FUJICOLOR 35mm Color Print	20/24	\$7.75	\$155.00
AGFA XRS 100 35mm Color Print	20/24	\$7.75	\$155.00
KONICA SR-V100 35mm Color Print	20/24	\$7.75	\$155.00
SALES TAX (Fla. Res. Only)			\$6.50
TOTAL AMOUNT ENCLOSED (OR CHARGED)			\$650

DALE LABORATORIES
2960 Simms Street Hollywood, Florida 33020-0900

You may send cash, but checks or charge orders are suggested. Payments must be in U.S. funds. No C.O.D.'s, please.

QUALITY CONTROL MAKES THE DIFFERENCE

VIDEO ANALYZED SLIDES... Skilled technicians use a closed circuit TV system to correct to the average exposure of your roll. So, you get wider exposure latitude and beautiful slides...with fewer "missed" exposures. (Exposures under or over your "normal" will appear darker or lighter, just as they would with conventional slide films. Extreme exposure errors can often be corrected by ordering individually analyzed, duplicate slides. See page 2 for charges.)

COMPUTERIZED PRINTS... Bright, sharp, vivid colors. Our advanced printing equipment instantaneously scans and evaluates dozens of points on every negative frame. Then, the printer's state-of-the-art computer calculates the precise correction for true-to-life color rendition.

VALUE TIP
Save by ordering additional sets of 3½x5¼ or 4x6 Studio Prints™ with your original order. The cost for each additional print is up to 50% less than it would be if ordered as a reprint later. Studio Prints™ are 37% larger than conventional 3x5's, yet cost only pennies more.

Customer's film is developed by Dale Laboratories™ without warranty or liability of any kind, except to furnish the customer with replacement film at least equivalent in number of exposures to negatives lost or damaged in processing. Prices subject to change without notice. Since color dyes will in time change, 5247, 5294, 5297, Kodacolor, and other negatives or slides and prints produced from them will not be replaced for, or otherwise warranted against, any change in color.

Slides & Prints

...from a single roll of any 35mm color print film!

Get sharper, more vivid slides... and great prints...plus fine-grain negatives for professional quality reprints & enlargements.

Use our specially packaged Kodak 5247 or 5294, any Kodacolor Gold or VR film, or other quality C-41 process color print films.

WHICH FILM IS BEST?

GENERAL PHOTOGRAPHY... Type 5247, Kodacolor Gold 100 or Gold 200 will produce excellent slides and prints with daylight and/or flash illumination. Kodacolor Gold 100 and 200 are the professional's choice for enlargements.

LOW LIGHT PHOTOGRAPHY... Type 5294 (ISO 400) is an ideal slide film for available light and high-speed photography. If required, 5294 can be push processed so you can expose at ISO 800. We suggest using Kodacolor Gold 400 or VR1000 for prints, slides and prints, or where enlargements will be ordered.

QUALITY TIPS FOR BEST RESULTS:

1. Expose all films to daylight or flash. Avoid using tungsten or fluorescent.
2. Refrigerate film to maintain freshness.
3. Load and unload film in subdued light and process as soon as possible.
4. Protect film from airport X-rays (particularly overseas).
5. Any questions? Call our Customer Service Department at 305 925-0103.

EASTMAN COLOR PROCESSING SERVICES

For EASTMAN TYPE 5247 • 5294 • 5297
(Prices Include Shipping and Replacement Film)
EFFECTIVE SEPTEMBER 1, 1989

SERVICES	20/24X	36X
Develop Negatives Only (no transparencies or mounting)	\$ 4.65	\$ 5.50
Color corrected Filmstrip & Negatives	\$ 6.25	\$ 7.75
Color Corrected Mounted Slides & Negatives	\$ 6.75	\$ 8.25
Prints (3½X5¼) & Negatives	\$ 9.95	\$14.50
Extra Sets of Prints—add per additional set*	\$ 4.85	\$ 6.95
Color Corrected Slides, Prints (3½X5¼) & Negatives	\$12.75	\$16.95
Studio Prints (4X6) & Negatives	\$10.75	\$15.75
Extra Sets of Prints — add per additional set*	\$ 5.75	\$ 8.45
Slides, Studio Prints (4X6) Negatives	\$13.35	\$17.95
Push Processing (5247 to ASA 200; 5293 to ASA 500; 5294 to ASA 800)	add \$ 1.00	\$ 1.00

IMPORTANT: 1) If you are ordering prints or slides & prints but plan to order complete duplicate set(s) of slides later, be sure to indicate "Do Not Cut Negatives" on your mailer. 2) Deduct 50¢ per roll if you do not want replacement film. (Indicate on the mailer.) 3) Half-frame 35mm rolls will be returned as an unmounted film strip. *Special prices available only with initial processing. Additional sets of prints must be the same size as the original set.

ADDITIONAL FILM: (Postpaid)	24 Exposures	36 Exposures
Eastman Type 5247 • 5294 • 5297	4 rolls \$8.00	3 rolls \$8.00

KODACOLOR PROCESSING SERVICES

KODACOLOR GOLD 100 • 200 • 400 • VR100
Vericolor or other 35mm C-41 color print films; prices postpaid.
(Prices Do Not Include Replacement Film)

SERVICES	12X	20/24X	36X
Video Analyzed Slides & Negatives	\$ 4.95	\$ 5.75	\$ 7.50
3½X5¼ Prints & Negatives	\$ 5.35	\$ 8.25	\$10.95
Extra Sets of Prints — add per additional set*	\$ 2.75	\$ 4.85	\$ 6.95
4X6 Studio Prints & Negatives	\$ 5.75	\$ 9.25	\$12.25
Extra Set of Prints — add per additional set*	\$ 3.10	\$ 5.75	\$ 8.45
Slides & 3½x5¼ Prints & Negatives	\$ 8.50	\$11.75	\$14.50
Slides & 4X6 Prints & Negatives	\$ 8.95	\$12.75	\$15.75

IMPORTANT: If you are ordering prints or slides & prints but plan to order complete duplicate set(s) of slides later, be sure to indicate "Do Not Cut Negatives" on your mailer. *Special prices available only with initial processing.

DUPLICATE SLIDES

From EASTMAN TYPE 5247 • 5294 • 5297 • KODACOLOR GOLD
And All 35mm C-41 FILMS
(Prices Postpaid. Replacement Film is Not Included With Duplicate Slides)

Duplicate slides are made from color negatives only; **not** from transparencies. Order slides from individual negative frames...or save money by ordering a complete set (or sets) from an entire uncut negative roll.

DUPLICATE SLIDES FROM INDIVIDUAL NEGATIVE FRAMES - To order: Cut your negatives into strips of 4 frames, following the instructions illustrated on the next page (pg. 3). Please **do not** cut negatives into single frames!

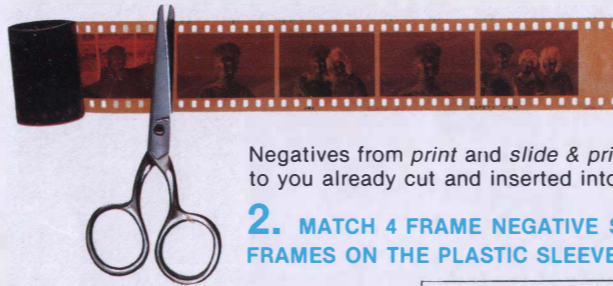
Number of Slides From The Same Negative Frame	1-9	10-24	25 +
Price per Slide	\$125 ea.	\$ 70 ea.	\$ 50 ea.
Minimum Order: 5 Slides.			

COMPLETE DUPLICATE SETS - To order: Return the uncut roll of negatives in its protective container. Indicate with a note how many sets are required

Duplicate Slides From Uncut Rolls (per Set)	20/24X	36X
Color Corrected Mounted Slides	\$5.50	\$6.95
Color Corrected Unmounted Film Strip	\$5.00	\$6.45

TO ORDER PRINTS AND ENLARGEMENTS:

PRINT YOUR NAME and address on the order form and shipping label on page 5.



Negatives from *print* and *slide & print* processing will be returned to you already cut and inserted into plastic sleeves.

2. MATCH 4 FRAME NEGATIVE STRIPS WITH CORRESPONDING FRAMES ON THE PLASTIC SLEEVE OR ON A GLASSINE ENVELOPE:

NAME Your Name Here NO FILTER IS FILTER

SIZE	QTY	SIZE	QTY	SIZE	QTY	SIZE	QTY	
MASK A	B	C	MASK A	B	C	MASK A	B	C
FRAME #			FRAME # 2			FRAME # 3		

CUT NEGATIVES INTO STRIPS OF 4 FRAMES. PLEASE DO NOT CUT INTO SINGLE FRAMES.



On the envelope or sleeve, write your name and indicate the size, number of prints, and the frame numbers of the negatives to be printed. **Be careful not to damage negatives with fingerprints, by writing over them, or folding.**

3. INSERT NEGATIVES fully into the glassines or sleeves and MAIL NEGATIVES (not slides) in an envelope with cardboard or other reinforcement.

LINEN OR CANVAS TEXTURING AND DRY-MOUNTING SERVICES

Print texturing and/or flush dry-mounting add that extra professional touch that makes good enlargements even better. Two textures are available. The canvas texture is ideal for portraits or strong scenics. The lighter, linen texture highlights softly lit portraits, flowers or subtle motifs.

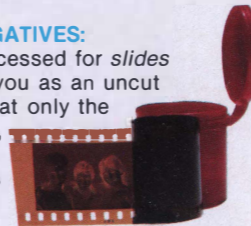


Flush Mounting: Enhances and protects your enlargements. Your enlargement is bonded with a permanent, heat-seal process on sturdy art board. To order, write "mount" on the glassine envelope.

Texturing: Write "canvas" or "linen" on your glassine envelope. Then fill-in the order form to indicate texturing. To avoid confusion, only one type of texture is permitted per order.

1. SELECT YOUR NEGATIVES:

Negatives from rolls processed for *slides only* will be returned to you as an uncut roll. In order to insure that only the correct frames are printed, we request that you please cut your negatives into groups of 4 frames.



Please do not cut negatives into single frames.

HOW TO CROP ENLARGEMENTS

Some of the image area on your 35mm negative will be cropped (not printed) on the standard enlargement sizes of 8x10, 11x14, 16x20, and 20x24. This is due to the differences in the proportions of the artistically "ideal" short rectangular shape of the standard enlargement sizes as compared to the long rectangular shape of the 35mm negative frame. The approximate area which will be printed on standard enlargements may be seen by placing your negative over mask A. (See below)

MASK A: As an example we have superimposed cropping guide "A" over the left frame of the illustrated negative strip. The area within the guide will be printed; the area outside will not. You may position the mask over any portion of the negative frame to achieve the most desirable composition. There is no additional charge for this limited cropping. Circle the "A" on the glassine and trace cropping guide "A" on the envelope to indicate the section of the negative you want printed. (Be sure to remove your negative before tracing.)

MASK B: If a greater degree of cropping is desired, we suggest crop "B". Simply follow the same procedure as above but indicate "B" on glassine envelope. While mask "B" is shown vertically it may be used horizontally as well.

MASK C: Where the full 35mm negative frame is important, as with group shots, we suggest the full frame formats (5x7, 8x12, 14x20, or 20x30) be ordered. Though these sizes will **not** print the negative corner to corner, they will show most of the frame and will usually avoid cropping out people on the ends of groups. Cropping guide "C" applies to full frame sizes.

MASK A
(Standard Mask Print Sizes)
8x10
11x14
16x20
20x24

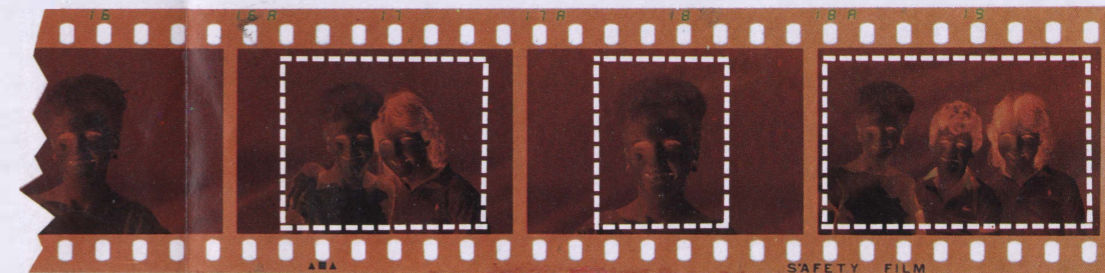
MASK B
(Special Crop Print Sizes)
8x10
11x14
16x20
20x24

MASK C
(Full Frame Print Sizes)
5x7
8x12
14x20
20x30

EXAMPLE: MASK A

MASK B

MASK C



Negatives submitted without cropping instructions will be printed to the sizes required with our technicians using their discretion as to the most pleasing composition. Should instructions be given which cannot be exactly followed, we will use the nearest cropping available. No cropping is available on 2½x3½, 3½x5, and 5x7 prints.