

Roluf's



which allow more control over the photo, too quickly. "Digital doesn't give people the feeling they did something themselves," she says.

Drew is surprised at the number of people still purchasing slide projectors and bulbs. Roluf's has the largest selection of projector bulbs in Eastern Ontario, she says. With the growing interest in astronomy, Roluf's sells telescopes to customers across the country, even selling one to a person in the Yukon.

With the year 2000 approaching, the company is looking ahead, booking trips for its customers on cruise ships for New Year's Eve, 1999.

After 50 years in business, Drew knows the day will come when she'll turn the business over to her daughter, Rana. But until then she'll continue serving the public, to whom she is very thankful. To Drew, it's not work.

"Mainly you have to love what you're doing," she says. "It's the love of doing what you like to do."

Story and photo by Bill Hunt/
The Intelligencer

Irene Roluf Drew, at her store at 227 Front St.

sories.

The camera department is a Kodak Image Check Centre, which means it is connected by computer to Kodak's main computer in Toronto, which allows the lab technicians to double check the color density of prints in the store's one hour lab.

"When we do a printout, they tell us whether our color is on or off, right from Toronto," says Drew. Roluf's has stayed with Royal, which Drew says is the top of the line and lasts longer.

"It costs a little more, but we feel it's the best color and the best print," she say.

For the beginning photographer, lab technician John Bramley gives one-on-one instructions on how to use a 35 mm camera.

Looking ahead, Drew sees a time when the store will have to carry both digital and conventional cameras. Despite the new wave

of technology that has brought digital cameras onto the market, Drew suspects shutter bugs may not abandon their old cameras,

pg 2

Mar 30/98 In 10003