

Tips on taking great holiday pictures

From mid-November throughout the winter, it's a great time to capture holiday memories. But photography isn't just for family get-togethers. How often have you said to yourself, "Gee, I wish I had a picture of that?"

In addition to the remembrance of festive days, most of us want to capture memories of vacations and cruises, school plays and recitals, sports events and backyard games. Some of us may even want to take artistic photos of interesting buildings or scenery.

Here are some handy "how to's" from camera manufacturer Ricoh, to help you get the most out of your wintertime photo sessions.

• For the ultimate in ease, use an "auto everything" camera that loads, advances and rewinds the film automati-

cally, and focuses automatically. For the person who wants a degree of creative opportunity, consider an SLR with a zoom lens.

These features—point-and-shoot ease in an SLR that will zoom from 35mm to 135mm (and from 28mm to 200mm with two simple lens attachments)—are found in the Ricoh Mirai, named the "Camera of the Year" by Fortune Magazine.

• When taking indoor photos, especially of children, get down to their level so that you have eye-to-eye pictures, not bird's eye views. This is especially true of very small children, such as the baby playing with wrapping paper under the tree.

• Action photos—a fast paced ice

hockey game or kids having a snowball fight—have special requirements. A telephoto-zoom lens brings the action closer so that you can focus on one or two key players. And you'll need to shoot at a speed of at least 1/250 second or even faster for stop-action results. A "fast" film is recommended.

• When the kids are outdoors playing and the sun is behind them, they'll be thrown into silhouette. So use the flash—a "fill flash"—to throw light into the subject's shadows so that they're lit and not too dark.

• To compose good outdoor photos, remember the "rule of three"—the horizon line should be either 1/3 from the bottom or 2/3 from the top of the picture for a more visually pleasing composition.

• An auto-focus function works like a charm when you want to take pictures quickly. Group shots of the whole family are simplified if you use a wide angle setting, and go faster with autofocus. Take group pictures quickly so that family members don't look frozen in place.

• If you want to join the group for a family portrait or two, put the camera on a tripod and set its self-timer.

If you're thinking of a camera as a gift for someone special, consider the fully-automatic all-in-one Ricoh Mirai, which can handle all the situations mentioned. It's been dubbed "the camera of the future" and works with the ease of a point and shoot...perfect for this holiday...(or any) season.

What to give her this Christmas

Here come the holidays again—and that all too familiar predicament of what to get those special friends in your life. But, there's one thing you can count on and that's a gift of fragrance. Whether perfume, cologne or a wonderful sensuous bath item—there is always something to choose for that special person.

According to Leslie Grunberg, president of the Benetton Cosmetics Corporation, creator of the Colors de Benetton fragrance line, "The advantage of fragrance as a gift is that there are so many forms to choose from. For every woman, no matter what her lifestyle, there is at least one fragrance product she will cherish."

Mr. Grunberg offered the following advice for those who plan to make Christmas, 1989, the most fragrant holiday ever for those special women in their lives:

• If she's an active, sports-minded person who doesn't spend too much time "fussing" but still wants to have a fresh and feminine scent all day, Mr. Grunberg suggests a dual gift. "A good shower gel with a body lotion of the same scent is the perfect combination because she can cleanse gently and moisturize in a matter of minutes. Yet, the scent will linger all day long."

• Does she love to luxuriate for hours in a hot tub reading the latest novel? "A woman who enjoys pampering herself should have Colors de Benetton's won-

derful holiday duo: Fragrant and colorful bath 'pearls' which come with a bottle of eau de toilette. She'll put down that novel and think about you instead!"

• Is she an independent-minded high achiever who aspires to the next rung on the corporate ladder? "She'll appreciate a man's cologne for its crisp, fresh scent and its aura of competence, as opposed to the somewhat seductive scent of some women's fragrances. More and more women in the corporate world are choosing men's scents for that very reason."

This Christmas, and for all the Christmases to come, the gift of fragrance is one that will be appreciated, used and remembered. That's because fragrance is one of the most personal gifts a person can give or receive!



MAY ALL YOUR MEMORIES BE BRIGHT...AND SHARP! Close-ups, wide angle group shots and anything in-between are point-and-shoot easy with the high-tech Ricoh Mirai, a great gift for a very special someone.

Merry Christmas & HAPPY NEW YEAR

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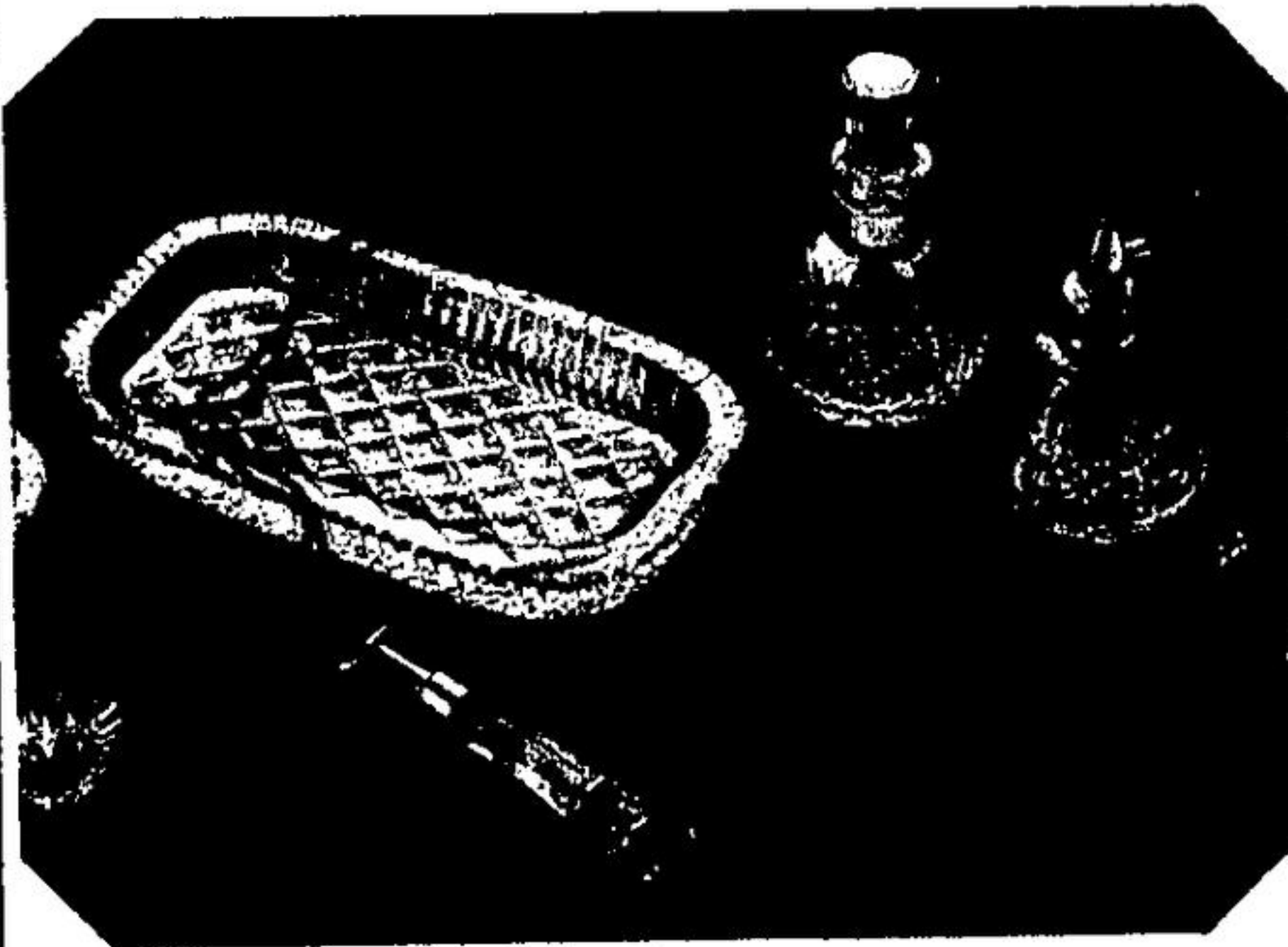
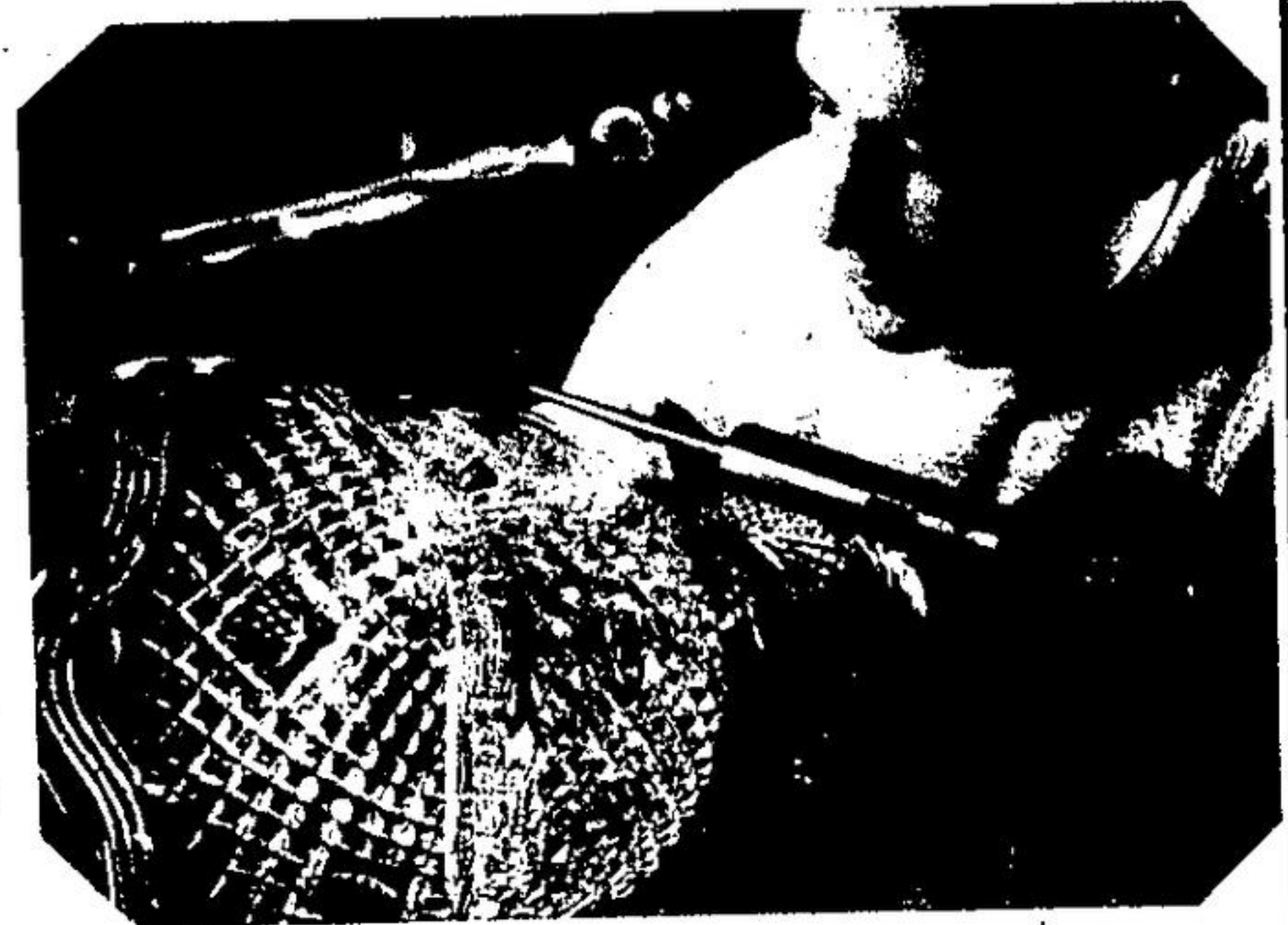
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