

Is A Picture Worth A Thousands Words?

By MIKE BAILEY
Boca Greens Country Club

EDITORS NOTE: PART ONE OF A THREE PART SERIES

How many times have you said, "If only I had a picture of that". Well, photography need not only be for just the professionals. Most amateurs think of the instamatic box type camera and often feel anything beyond a simple camera is much too complex to handle, thereby shrugging off any further advancement in photography. The intent of this article is to stimulate the non-photographer into comprehending that photography is not quite that difficult. This will be the first of a three part series on the aspects of photography. We will discuss the initial purchase of the camera, basic concepts of photography and lastly, advanced photographic techniques.

The first major issue to contemplate is the initial cash outlay of a camera, which if spent on the correct product, could be a lifetime investment that will provide fruitful rewards within our profession, not to mention your own personal satisfaction. In order to achieve a great picture, one generally must have a relatively good camera. Anything short of a several hundred dollar expenditure will result with just a little black box and fuzzy small photographs. The overall most practical camera to purchase is the 35mm SLR (Single Lens Reflex) Camera with the ability to couple interchangeable lenses of which you will expand upon at a latter date. The newer more modern electronically automated cameras are relatively goof proof, whereby the technical knowledge of shutter speeds, aperture settings, depth of field and compensations for contrast are performed automatically. The so called sophisticated cameras can be set into an automatic mode to be almost as simple to operate as an instamatic camera.

You now say "what type of 35mm SLR camera should I buy"? Most any manufacturer, given enough money can proclaim their product as the official camera of the PGA. Look inside the ropes of any major golf tournament and observe what type of camera the professionals use and you have answered your question with the product being dominated as NIKON CAMERAS. With the advent of the increased value of the American dollar and the decreased value of the yen, coupled with keenly competitive marketing, a rather complete photographic ensemble can be purchased for less than \$350. The key here, is to buy the photographic equipment that can be expanded upon or coupled with existing equipment. You are best advised to steer away from equipment that will only temporarily fulfill your needs because you do not want to trade in an obsolete item as you upgrade your system.

First of all, let us consider the very basics; the camera body. That's right, there is the camera body and secondly, the lense which attaches to the camera. Do not buy the

camera with the standard 50mm lense, as right off to bat, you have just bought an obsolete item; being the lense. Instead, look for just the camera body alone: Nikon EM, NY mail order cost \$80. This item will most certainly perform all of your photographic needs forever, unless you plan on turning professional whereby you should consider the Nikon F3AF \$850.

Secondly, the lense must be considered. This item is the key to either viewing pictures of fine sharp resolution or a grainy photograph that is a blur. The standard 50mm lense is virtually useless, when instead, one can purchase multi-focal length zoom lense of wide angle 28mm to slight telephotic range of 80mm such as the Vivitar Automatic 28mm/90mm at a cost of \$140. There are several brands of varying length and cost, however Vivitar manufactures a good product at a fair price.

Thirdly, consider an electronic flash attachment, for those times when existing light is not quite adequate enough to produce a bright clear photograph. Again Vivitar has several good models such as the model 5600 at a cost of \$50.

Fourth, and finally in the initial first order, purchase a gadget bag to carry all of your paraphenalia. The key here, is to order a gadget bag that is too large for now, rather than one of just the right size. You will undoubtedly expand upon your system, thereby needing more room for storage at a latter date. Kiwi offers several gadget bags in various colors with high quality zippers that are plastic coated because normal metal zippers will scratch your nice new camera. Don't buy an inexpensive one, instead you will average \$50 for one such as the Kiwi model 425. These four items are the basics for the beginner. Most importantly, one can expand upon this system and feel proud of what has bought...so far.

Next you say, "How do I go about buying this outfit"? Answer -through the mail. That's right! New York Mail Order Camera Companies offer basically the very best available price because of their sheer volume. Don't worry about the famous fear of receiving a broken camera through the mail with no warranties or service. This is the complete opposite. Instead your purchase will arrive securely packaged, completely insured for face value, warranty cards, options to a complete refund or exchange if damaged upon receipt, not to mention the absence of paying the Florida Sales Tax. One generally regards a local purchase as being more sound because of local service -but lets reveal the facts. If a camera proves to become defective while on warranty, the product will have to be shipped away to an authorized factory repair center, for Nikon that being back to New York City, so -where's the local service?

(Continued on page 48)

(Continued from page 47)

Now that you will consider such an unorthodox manner of purchasing, you ask, "How do I go about looking at what I'm going to buy"? The easiest way to investigate your purchase is to go to your local photo shop and let them give you their typical sales pitch. Evaluate the different products and most importantly, take note of their very best available price.



Now that you have found the theoretical best price available, go to your local newstand and buy a current issue of Popular Photography. The back half of the magazine is packed full of ads. Find your model and compare prices. If they try to upgrade your choice or say they are temporarily out of stock of your choice call someone else who is more receptive to your order. I am totally confident of this style of purchasing as I have made many purchases over the past ten years without one complaint yet. I am not going to say you might not have a problem arise, however if a positive approach is taken with the company you call, you can generally tell from just their attitude on the telephone, if they really want your business. The consumer has the upper hand if you follow these procedures; arrange your method of payment via a major credit card. This way you have recourse if shipment fails to arrive rather than a cashiers check, personal check and never just straight cash. Your shipping address is best to be at a location where you know someone will definitely be there to sign for your camera, such as your place of work, where UPS shipments to a clubhouse address are more common. Do not have it dropped off at your home doorstep and assume it will be there when you get home.



Upon receipt of your photographic outfit, immediately open all boxes and examine for possible damage. Factory packed boxes are generally so well secured you will not find a problem with such. Locate your owners manuals and carefully read your instructions to familiarize yourself with the equipment. Take note of the warranty cards, fill out all pertinent information and mail off to activate your full factory warranties. Now that you have all this fancy gismo you say, "How in the world do I take a picture"? Good question! The next of a three part series, will deal with the basics of good photography. P.S. Pay your charge card off because your camera really will work.■



Mark Jerrel, President of the Palm Beach Chapter of the Florida Golf Course Superintendents holds the flag while David Bailey "sweeps up" the trophies. Palm Beach is now the proud owner of every Superintendents Golf Trophy in Florida this year. Crow Foot Open LOOK OUT!