

Silver Bulletin

A RIVER CITY SILVER PUBLICATION

Vol. 2, Number 2

September, 1998

WHERE'S THE LOVE?

River City Silver is pleased to have found the answer to that question. The newest addition to our family is Nancy Love, manager of sales and marketing. Nancy is a professional photographer, a graphic artist and a writer. She has a BA in Fine Arts and did graduate work in Psychology. Nancy has operated a photography and design studio, served as a marketing consultant and has also published a music magazine in Central Texas. Say "Hi" when you see her around the lab and around town.



THE BIG "Q" STANDS FOR QUALITY FILM PROCESSING

Have you every wondered why River City Silver has the best E-6 film processing in south Texas? How is the level of consistency maintained while running the great volume of film that comes through the two RCS locations? The consistency starts with the Kodak Q-Lab Process Monitoring System. RCS was the first lab in the area to adopt the Kodak system. Q-Lab is all about *Process Control*. There are many variables in film processing—solution times, temperatures, replenishment rates, specific gravity, agitation, and chemical concentrations. The Q-Lab System reduces the variables in film processing to ensure you a consistent result every time.



FOR BLACK & WHITE RCS IS THE ONE!

River City Silver started out as a black & white specialty lab, and our black & white services are still the best in town. Fine grain, consistent film processing and high quality custom printing are our hallmarks. RCS offers custom prints up to 30"x40" and machine prints up to 4"x6". Custom prints are made by hand to your specifications, complete with cropping, dodging and burning. We also offer Panalure black & white prints from color negatives and Sepia toned prints for that special antique look.

NEAT EFFECTS WITH CROSS-PROCESSING

Cross-processing is an unconventional technique for creating unique photographic images. This process was first pioneered in the 1960's, but has recently been used in fashion photography.

The process is fairly simple. Photographs are taken on traditional slide film, but they are then processed as color negatives (C-41). This usually yields a contrasty negative with a shifted color balance and a clear base. The standard filter pack used to print from traditional negatives will typically produce a print with a yellow-green cast, but this can be corrected by a skilled printer.

Not all labs will do cross-processing, fearing that it contaminates their C-41 chemistry, but River City Silver has always provided this service. Kodak assurances us that there are no chemical incompatibilities with this process.

To try it out, get some ISO 100 transparency film (E-6), shoot it at ISO 200, and have it processed normal in C-41 chemistry. You can also try rating the film at ISO 100, and have RCS pull it one stop. You should do some testing in the shooting and the printing, since cross-processing is, by nature, an experimental process.

While cross-processing is not for everyone, it can produce some striking images. Like any technique, it has to be matched to the right subject to work.

TPS'S GOVERNOR'S EXHIBITION DEADLINE

The seventh annual Governor's Exhibition presented by the Texas Photographic Society will not open until November 6, but the time to enter is now! Slides of your work must be entered no later than September 24.

(continued on back...)

QUOTE OF THE MONTH

"You guys have the best Black & White film processing in town, always have. The fine grain and smooth tonalities I get from my film are better than I can do in my own dark-room. And your consistency is fantastic, I can print a whole roll of head shots, after testing just one of the exposures, and the prints will match something I shot six months ago!"

— Tommy Hultgren, Photographer

(...from page 1)

This year's juror is Steven Yates, Curator of Photography at the Museum of New Mexico and TPS is offering \$1,500 in cash prizes. Information and entry forms are available at the RCS front desk. If you have questions, contact the TPS president, D. Clarke Evans at (210) 824-4123.

RIVER CITY SILVER SUPPORTS THE ARTS

River City Silver partnered with the Blue Star Art Space to help produce the catalog for their Contemporary Art Month show entitled "Inside the Loop: Blue Star 13," which featured the work of several San Antonio artists. RCS donated film processing and high-resolution drum scans for the catalog. The catalog was designed by Tyler Linton, with photography by Roger Welch. It is a limited edition of only 1000 copies, so if you liked the show, run down to pick up your catalog before they're all gone.



Technically Speaking

sRGB IN ADOBE PHOTOSHOP 5

Adobe included a plethora of new features in version 5 of their flagship program Photoshop. Editable text layers, layer effects, nearly unlimited undo's are all features that we have been waiting for, but the default color settings have caused some confusion with users.

The sRGB colorspace was created to be a default standard for the Internet, representing the "typical" PC \$300 VGA monitor. Although Microsoft has made output to sRGB a requirement to receive a "Designed for Windows 98" sticker, and it is fine for Web and multimedia, sRGB is too limiting for graphic artists who are designing for a variety of output media. Many colors that are reproducible on anything from a desktop inkjet printer to an offset press are outside the gamut of sRGB, namely some cyans, greens and blues.

To change the default settings in Photoshop 5, go to the File Menu select *Color Settings>RGB Setup...*, and change it to one of the other options, or create your own custom setting. For more information on the web on color management in Adobe Photoshop 5 check out <http://www.adobe.com/supportservice/custsupport/TECHGUIDE/PSHOP/main.html>.

FOTOSEPTIEMBRE

INTERNACIONAL 1998

Fotoseptiembre is an international biennial celebration of photography. During the month of September, there will be many photographic exhibits at area galleries, museums and cultural centers, including:

- Trish Simonite "Off the Beaten Path" at Aviart, 11451 Jones Maltsberger. September 3 through 24.
- Pedro Isztin "Los Vibrantes" at Foto Real Gallery, 303 South Alamo. Opening reception on September 3.
- Donald Ewers and Jacqueline Salame "Have You (Really) Noticed" at The University of the Incarnate Word, 4301 Broadway. August 16 through September 12.
- David Silvan "Trans/Fusions" at The San Antonio International Center, 203 South Saint Mary's Street. September 1 through October 30.
- "Visions of Ancient Mexico," documentary photographs by 13 artists at Universidad Nacional Autónoma de México, 600 HemisFair Park. Opens September 3.
- "Looking at the '90s: Four Views on Current Mexican Photography" at the Blue Star Art Space, 116 Blue Star. Opens September 4, with a panel discussion by the curators from 6:30 to 8:30PM September 5.
- Photographs by Daniel Hernandez and Michael Howell at the Primary Object Gallery, 112 Blue Star. Opens September 4.
- Regina Monfort and Juan Rodrigo Llaguno at the Guadalupe Cultural Arts Center Visual Arts Annex, 325 S. Salado. Opens September 4.
- Gordon Smith "Kentucky Coal Country" at One9Zero6 Gallery, 1906 S. Flores. Opens September 4.
- Rogélio Cuéllar at the Instituto Cultural Mexicano, 600 HemisFair Park. Opens September 10.
- Andrew J. Ortiz at the Southwest School of Art and Craft, 300 Augusta. Opens September 10.
- Kathy Vargas at the San Antonio Art League Museum, 130 King William St. Opens September 11.
- "Object/Image" a group show at the Center for Spirituality and the Arts, 4707 Broadway. Opens September 11.
- Luis Mallo, Bob Maxham, and Kathy Vargas at the San Antonio International Airport Art Space. Opens September 15.

How to reach us...

Hank Auderer, President (hank@rivercitysilver.com)	734-2020
Susan Auderer, CFO (nw@rivercitysilver.com)	308-8181
Rudy Flores, Manager	734-2020
Paul Vaughn, Digital Director (digital@rivercitysilver.com)....	734-3788
Nancy Love, Sales Manager (nancy@rivercitysilver.com)	732-2020

