

copy ideas

Childhood portraits will be important to your children and their children. "That was me?" they think. And later their own children may say, "That's my Daddy when he was little. I look just like him." Generations of important connections begin with your call to our studio.

Once Upon a Time...

It's a gift you give yourself today and your children tomorrow!

Special Limited Time Offer!

Half Off YOUR SESSION FEE and Half Off ANY FRAME

CALL TODAY!

Sample 6x9 card. See page 25 for postal templates.

Promotional Copy Ideas from Marathon

Marathon offers a wide selection of prewritten promotional copy ideas—making it simple, quick and affordable to complete your marketing pieces. The subject category in many messages can easily be changed from one portrait specialty to another, or you can mix and match elements from more than one message to create a suitable promotional offer.

Once Upon a Time . . .

Childhood portraits are important to children. These beautiful moments won't last forever unless they are captured in photographs.

Generations of important connections begin with your call to our studio.

More than just a photograph.

It takes a creative, sensitive, experienced photographer to capture a child's personality on film. Let us show you how we have delighted parents with outstanding portraits. And in addition to appealing photos, you can take advantage of this appealing offer . . .

Call today and receive a FREE 8x10 Grandparent portrait.

Once Upon A Time . . .

Childhood portraits are important to children. "That was me?" they think. And later their own children may say, "That's my Daddy when he was little. I look just like him." Generations of important connections begin with your call to our studio.

Call this month and receive 50% OFF your child's session fee.

Catch Them While You Can

Now's the time to put those priceless expressions on film. And our studio is the place.

Our special approach to photographing children creates memories you'll enjoy sharing with friends and family.

If you act now, you can receive TWO SESSIONS FOR THE PRICE OF ONE . . . two children from the same family, or from different families.

Capture childhood's special magic, and this special offer. Call our studio today!

Playing. Learning. Growing.

Children are so busy, curious, and creative. That's what makes them such wonderful subjects for portraits. Let us capture that child's special sparkle in photographs you'll treasure, at prices you can afford.

Special limited time offer! HALF OFF your session fee and HALF OFF any frame.

Call today!

1 Memories to Keep Forever

These beautiful moments won't last forever, unless they are captured in photographs.

Don't let them get away!

Call us to schedule a sitting and we'll create a sensitive portrait that reflects the warmth and tenderness of this precious time.

2 These treasures grow more precious year after year.

Have you ever heard a parent say, "I wish we didn't have so many pictures of our children!" We never have. Children change before your eyes. That's why portraits taken now will become more precious as the years go by.

Children's Portraits are a Specialty at our Studio.

Parents enjoy working with us, using a variety of props, settings, and techniques, to capture their child's special charm on film. Talk to us about preserving these Treasures of the Heart.

Call today for an appointment!

3 Portraits make treasured times easier to remember

Life gets more hectic after children are born; it's all part of a growing family. But no matter how busy you become, don't forget these precious days. Take a little time now to create a memory that will become a Treasure of the Heart.

We specialize in portraits that highlight the loving bond between mother and child. To begin, we take the time to learn about you, then interpret your feelings to create a unique portrait, and assist you with a selection of favorite poses for keepsake and display.

Talk to us about preserving these Treasures of the Heart. Call today for an appointment!

4 Holiday Memories . . . to last a lifetime.

There is nothing more precious than the look on a child's face during the holidays; the innocence, excitement and wonder. They will grow and change but their portrait never will.

While today is still here, capture the memories and timeless spirit of childhood with a professional portrait. The image taken today will be priceless tomorrow...because nothing is harder to replace than yesterday.

To ensure holiday delivery, plan now for portraits and gifts. Call our studio today to arrange for your holiday portrait.

6 Experience the Magic

Life's moments are a lot like magic ~ here one minute and gone the next. Capture the memories and the magic of a child's innocence with the enduring beauty of a portrait.

With creative attention to detail, we can provide your family with a quality portrait that will bring years of enjoyment. Let us preserve tomorrow's memories - today. Call our studio today to set up a no obligation appointment.

Give your family a gift that will capture those special years in a child's life . . . before it's too late.

7 Capture the special expression of a precious moment in a child's life.

We recognize a child's experience at the studio will be reflected in the final portrait, so all of our sessions are by appointment, no waiting lines and no rushing through the process. We always schedule sufficient time to allow children to become comfortable and have fun.

Portraits of children are a gift from the heart & always appreciated. Realizing you want additional photographs for relatives and friends, this special promotion children's packages begin at just \$0.

For an appointment or additional information, call

8 What Could Be More Charming!

Children and our baby bunnies in portraits to last a lifetime.

Another Precious Chapter In A Child's Portrait History.

9 Capture A Precious Relationship!

Now is the time for Mother's Day or Father's Day portraits. Celebrate those special family ties in portraits to last a lifetime.

Another Precious Chapter In A Child's Portrait History.

10 Don't Miss Our White Sale

The perfect opportunity to capture a timeless portrait of childhood in an eye-catching "white-on-white" portrait study.

Another Precious Chapter In A Child's Portrait History.

<p>A Child's Favorite Things 15</p> <p>Become Favorite Memories. . . Captured forever in a timeless portrait study.</p> <p>Another Precious Chapter In A Child's Portrait History.</p> <hr/> <p>Create a Lifetime of Memories! 16</p> <p>Babies change so quickly. Capture these fleeting days in priceless portrait studies.</p> <p>The first Precious Chapter In A Child's Portrait History.</p> <hr/> <p>Summer Memories Last Forever! 17</p> <p>Experience a "trip to the beach" in the comfort & convenience of a private "Studio Beach"!</p> <p>The beach "set" is designed to capture the joy of summer in professional portraits that feature favorite summer outfits, and some of our eye-catching beach toys, or bring your own if you wish.</p> <p>Don't miss this limited opportunity. Call now!</p> <hr/> <p>Precious Little Angels 18</p> <p>For a Limited Time we'll create a portrait heirloom that grows more precious every year.</p> <p>Appointments are limited, so call today!</p> <p>Ask about our greeting cards – the perfect way to share your "Little Angel" portrait with family and friends!</p> <hr/> <p>Quality Children's Portraiture At Prices You Can't Beat! 19</p> <p>DON'T WAIT - Limited Offer Will Not Be Repeated!</p> <p>HALF-OFF CHILDRENS SESSION PLUS... 8x10 REGENCY PORTRAIT \$____!</p> <p>Save Money, and Capture those Magical Memories through the Artistry of Elegant Children's Portraiture "A LIFETIME OF MAGICAL MEMORIES!"</p> <hr/> <p>DON'T WAIT . . . Today Will Never Be Here Again! 20</p> <p>SPECIAL INTRODUCTORY OFFER! One-Half Off Any Session Fee!</p> <p>Whether you have one or more children, you can save!</p> <p>Capture Magical Memories through the Artistry of</p> <hr/> <p>Preserve Life's Precious Gift ... 21</p> <p>We provide quality portraiture with warmth, sensitivity & patience.</p> <p>Special Introductory Offer!</p> <p>Save 50% on your session fee. Capture these Tender Moments through the Artistry of</p>	<p>Capture Those Childhood Memories That Are Soon Forgotten! 22</p> <p>1/2 Off Special Children's Session</p> <p>"Our child's expressions and development happen so fast, we forget. Don't miss out on this special 1/2 Price Offer!"</p> <ul style="list-style-type: none"> • We love children, and it shows! • We capture them at their best! <p>CALL TODAY For Your Special Savings And Begin To Preserve Today For Tomorrow!</p> <hr/> <p>Monthly TOT DAYS Special for... Children's Portrait Sessions 23</p> <p>1/2 Off Special "Tot Days" Session which includes special props and clothing!</p> <p>This monthly "Tot Days" event is getting bigger all of the time, so call early, as we have limited session times for this Special!</p> <p>CALL TODAY To Reserve A Child's "Tot Days" Session!</p> <hr/> <p>"When I Grow Up" Competition 24</p> <p>Our Local "When I Grow Up!" Competition lets children's fantasies have fun! They choose what they would like to be when they grow up and we do the rest!</p> <p>Our Local Winners Will Go National! The GRAND PRIZE includes a family trip to _____!</p> <p>Many other prizes worth over \$3,000! Only \$____ to enter the local competition which includes a 5x7 finished portrait!</p> <p>CALL TODAY to enter the "When I Grow Up!" Competition!</p> <hr/> <p>A VERY SPECIAL FORM OF Children's Portraiture! 25</p> <p>This very special program for children's portraits is a fun way for kids to act out their "make believe" plan for the future. Simply have them decide what they would like to be when they grow up, and we'll do the rest in helping you to plan a FUN portrait sitting.</p> <p>1/2 Off Special "When I Grow Up" Sitting which includes special props and clothing!</p> <p>This Half Price Offer for the sitting fee is good for as many children as you have! We'll do one at a time or all together.</p> <p>Session times are limited for "When I Grow Up", So call today to reserve an appointment!</p> <hr/> <p>Your Holiday Portrait Session is FREE when you help a Worthy Cause! 26</p> <p>Bring a new, unwrapped toy with a value of \$____ or more, beginning on (date), and your holiday portrait session is absolutely free (a \$____ value)! The toy will be presented in your name to (charity).</p> <p>Appointments are limited, so call today!</p> <p>Spread holiday joy to a worthy cause and receive a priceless portrait memory!</p>	<p>Show you care with a Teddy Bear and your Holiday Portrait Session is FREE! 27</p> <p>Bring a new, unwrapped teddy bear, beginning on (date), and your holiday portrait session is absolutely free (a \$____ value)! The bear will be presented in your name to (charity).</p> <p>Limited Time Only, So Call Today!</p> <p>Spread holiday joy to a needy child and receive a priceless portrait memory!</p> <hr/> <p>Hold On To Them Forever 28</p> <p>These beautiful moments won't last forever unless they are captured in photographs.</p> <p>Don't let them get away!</p> <p>Let us capture that special charm in portraits you'll treasure . . . at prices you can afford.</p> <p>Call today & ask about our specials for children.</p> <hr/> <p>Just a reminder... FAMILY PORTRAIT TIME 29</p> <p>Take a moment and capture a lifetime. Portraits can be created in the studio, or on location.</p> <p>Before time passes before your eyes and you wonder where those years went, call our studio today to arrange for a no obligation appointment.</p> <p>For additional information please call:</p> <hr/> <p>As The Family Gathers For The Holidays 30</p> <p>Capture the Moment With A Family Portrait</p> <p>Let us create holiday memories you'll enjoy all year -- year after year. A family portrait is a gift that keeps on giving. If you order before Nov. 30th, you'll receive a free 8x10 wooden frame.</p> <p>Plan Now for Holiday Cards and Gifts To Assure Holiday Delivery... Call Now!</p> <hr/> <p>Family Portrait Special 31</p> <p>Save 50% on Family Sessions and up to 20% on Portraits</p> <p>Plan Now For the Holidays</p> <p>Call today for your appointment Hurry Offer Expires:</p> <hr/> <p>Outdoors 32</p> <p>It's one of the most beautiful and visually exciting environments for photographing people, portraying the warmth and special bond between them. Capture and preserve the love, affection and expressions that are uniquely your family.</p> <p>Take this opportunity to capture this time in your family's history.</p> <p>For an appointment or additional information please call</p> <hr/> <p>Preserve Life's Precious Gifts . . . 33</p> <p>AT PRICES YOU CAN'T BEAT! Don't Wait... This Quality Portrait Offer Will Not Be Repeated! Half off the Session Fee AND... A 25% Discount On Any Frames Selected! Save Money, and Capture Precious Moments While You Can Through the Artistry of</p>
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copy ideas

Our Family Heritage 34

____ Years of . . . Unique Family Portraits!

- ____ years of Special Memories
- ____ 8x10 images in a designer finish
- Leather embossed designer album
- Studio & Location Sessions
- 2 Sessions per year

CALL TODAY to schedule a private viewing and consultation at

We Create Togetherness 35

One of life's greatest pleasures is seeing your family together. Chances are, with the holidays approaching, your family will be gathering to celebrate. There's no better time to create a family portrait that will capture the spirit of family for you to enjoy all year round.

Call Today and we'll tell you how easy it is to schedule a family portrait during the holidays.

Free miniature instant print from your last minute sitting matted and boxed for holiday gift-giving

Finished portrait delivered after the holidays.
Call Now for Details! Appointments are Limited!

Our Family Heritage 36

Complimentary Portrait Upon Joining This Exciting Program!

For You . . .

- ____ years of Special Memories
- ____ 8x10 images in a designer finish
- Leather embossed designer album
- Studio & Location Sessions
- 2 Sessions per year

CALL TODAY

And receive a complimentary 8x10 portrait when you join "Our Family Heritage" at

A Legacy of Love. 37

There's no family quite like yours.

That's why your family portrait will be a unique expression of love that grows more precious year after year. Our studio is the place for portraits that capture your family's personality and affection.

We'll work with you on clothing, settings, and poses that show you at your best.

Then we'll take the time to do a quality job that results in outstanding portraits.

Call for an appointment today.

That Family Feeling 38

What does "family" mean to you?

Lots of families we know are giving their children a sense of belonging by teaching them about their heritage. Family portraits have an important role in building a family. They are a gift you give yourself, your children, and generations to come.

Great family portraits are a tradition with us, and we'd like to show you our family album!

Why not call now for a no obligation appointment?

Take Time to Make a Memory 39

Is your family starting to scatter?

Get them together for a family portrait soon. It's a wonderful way to maintain ties and recall special times together, even when some family members are far away. Why not call now and talk to us about a sitting. We can offer lots of suggestions for sessions, clothing, and poses. You'll be delighted with our quality and creativity. And you'll also like this special offer:

Call now and receive 50% OFF your session.

The Cost of Priceless Memories 40

Raising a family is hard work, and expensive. But one of the best rewards is seeing everyone together. We'd like to help you preserve those times of togetherness with a beautiful family portrait.

In addition, we'll help you preserve your budget with this limited-time offer:

Book your session this week and we'll give you a FREE 8x10 and a FREE FRAME from our special collection.

Special Years 41

Remember these special times with a portrait all your own. We make it FUN with:

- Lots of poses to choose from.
- A great selection of backgrounds.
- Ways to create your own "look," just like a model!

Don't wait to create a portrait memory.

Call today and ask about Teen Portraits.

If you're one of the first 50 students to come in for a session, you'll receive 10 wallet-sized pictures FREE with your order.

"Capture Those Memories That Are Soon Forgotten!" 42

"All of the excitement of SENIOR PICTURES but you can do it now!"

Lots of FUN Poses From Which To Choose!

Loads of Great Backgrounds To Use!

You Get To Be A MODEL For A Day!

Don't wait! Experience hot pictures now! Be one of the first to experience the newest and most exciting form of school pictures - "Teen Memories!"

Call Today For A Free Appointment
DON'T FORGET TO BRING MOM OR DAD!

Get The Look! 43

We can create the look you'll love in a senior portrait! We do it by combining a wide selection of props and settings, professional advice on outfits and poses, and an experienced staff that knows how to bring out your best while we make your portrait session fun.

Call our studio today for an appointment. Hot Portrait! Cool Deal! 44

Looking for the hottest senior photography around? You'll find it at our studio.

Our senior portrait session is a fun way to capture your personal style. Put together your favorite outfits and let us help you show your personality through our excellent selection of props and settings, along with lots of creative ideas for poses.

Now here's the cool deal. If you schedule your senior portrait session for June, YOUR SESSION FEE IS HALF PRICE. Just call our studio, mention the half price offer, and bring this flyer to your session.

"Capture Memories That Are Soon Forgotten!" 45

SPECIAL INTRODUCTORY OFFER
Two Sessions For The Price Of One!

Don't Wait! EXPERIENCE IT NOW!

Bring in a friend. We'll do both of your sessions for Half-Price! Be one of the first to experience the newest and most exciting form of school pictures "Teen Memories"

Call Today For A Free Appointment
Don't Forget To Bring Mom or Dad!

Get The Look! 46

Your senior year is worth waiting for, and worth remembering with an outstanding senior portrait.

Let us make your portrait experience fun with ... a great selection of creative settings ... props that reflect your personality and interests ... personal attention & ideas that bring out your best ... and, of course, excellent photography

And, if you act soon, you can save 50% on your session fee. Just schedule your session before the end of the month and mention this offer.

The True You! 47

Imagine a senior portrait that shows the best image of you ever captured on film. You don't have to imagine!

Come to our studio for a senior portrait that's simply the best.

What else do you expect from a place with loads of props and settings and a creative approach that combines high professional quality with lots of fun.

BRING A FRIEND FOR OUR 2-FOR-1 SPECIAL

Schedule your sessions together and each session is half price. Just mention this 2-for-1 offer and bring this flyer to your session.

Call today!

It's your turn 48

You've waited a long time to be a senior

You deserve a senior portrait that expresses your unique personality and interests. That's where we come in, with a wide selection of props and settings, professional advice on outfits and poses, and an experienced staff that knows how to bring out your best.

BRING A FRIEND FOR OUR 2-FOR-1 SPECIAL

Book your sessions together and each session is half price. Just mention this 2-FOR-1 offer and bring this flyer to your session.

Call today!

Choose our studio for your senior portrait. 49

Pick a date in July for your sitting & pick up an extra 24 wallet-size photos FREE.

Your senior portrait will be a permanent reminder of your senior year. Make it a winning memory with the best in senior photography.

Call today to arrange for your sitting

Just mention the July special when you call and bring this card when you come to the studio.

Senior Year Start Up! 50

- Start with your senior portrait
- Start early* and save 25% off your session fee
- Start smart . . . Bring this ad and get 24 wallet-size photos FREE

*Have your sitting by July 31 and save 25% off your sitting fee.

Start your senior year right by calling our studio today!

Your Senior Portrait 51

Think of it as a video, just very, very slow. Okay, so you don't have a video yearbook ... yet. Don't worry. Your senior portrait can make a statement about you, your image, your attitude, and your dreams. We mix creative ideas with great backgrounds, effects, and props for a portrait that reflects you at your best.

Talk to us about a senior portrait that's Just Your Style. CALL TODAY for an appointment.

Mention this card and receive an additional outfit change FREE!

Time for another decision. 52

And this one's fun!

Being a senior means making awesome decisions. Fortunately, we're here to add some fun to the decision about where to go and what to do for your senior portrait. With lots of ideas and choices for backgrounds, special effects, props, and poses, we'll help you create a sharp senior portrait and have a super time doing it.

Call today for your appointment.

Mention this card and receive an additional outfit change FREE!

How do you picture yourself? 53

The outdoors type, the athletic type, the musical type, the glamorous type?

Whether you're a natural in front of a camera, or even if you're a bit shy, we will help you put together a senior portrait that shows the real you in a way that reflects your hopes and dreams.

Picture yourself in our studio for a senior portrait that's Just Your Style.

CALL TODAY for Your appointment.

Mention this card and receive an additional outfit change FREE!

Capture the Spirit 54

Pride, Dedication and Accomplishment . . . is what we'll capture in your team photographs. Our unique system is quick, easy and affordable.

Call us today to get more information on how we can "Capture Your Spirit" with photographs!

It's Your Turn to be a Senior 55

This year is like no other. We understand why you need a special portrait to help you remember it. And we understand how to create that portrait, starting with personal attention, creative sets and props and fun ideas that bring out your personality. Call today for details!

Capture Your Spirit 56

Your pride and dedication will be captured forever... with photographs that will show off your accomplishment! Group and individual poses will be taken and special selections will be available.

Show us your spirit!

How Do You See Yourself? 57

Television • Magazines • Movies - Every day you are bombarded with images. Only a few really get through and stick in your brain. Chances are these images say something about who you are.

You are You / Be Yourself / See Yourself / Express Yourself

Your Senior Portrait! 58

After graduation, you face the real world. But this year, you know the territory. You're on top. You're a senior. Do what history's other conquering heroes have done. Have a great portrait taken by an artist who can help you polish your image (and have a good time in the process).

A phone call is all it takes to get started. We'll discuss outfits (you can be photographed in several), props (from athletics, hobbies, or favorite things), and settings (we have lots of beautiful ones).

Then come in for a senior portrait that's Just Your Style. CALL TODAY for an appointment. Mention this card and receive an additional outfit change FREE!

Lights, Camera, Action! 59

We'll supply the lights and the camera. Take action soon and you can get this great Senior Portrait Special.

Call us today for your appointment. Mention this card when you call and your session is FREE.

It's that simple. One call and you're on your way to a senior portrait that shows your image at its best, comes with an automatic good time complete with backgrounds, props, and special effects ... and saves a few bucks. Not bad.

Call our studio today. We're Just Your Style.

Your Senior Portrait 60

Think of it as image insurance.

One day, your family, friends, fans, and perhaps a grateful nation will rediscover your senior portrait. Hey, it could happen.

Whatever the future holds, doesn't it make sense to choose the best studio around?

That's where we come in. We'll help you create a memory you can be proud of now and in the future, and have a good time in the process. Be photographed in several outfits, with a selection of backgrounds or effects, and props that reflect you.

You'll be glad you decided on a portrait that's Just Your Style. And, if you act now, your session is FREE.

Call for your senior portrait appointment today and mention this card.

But act now, this offer is limited!

Memories are Forever 61

Your senior year is very special, so don't run out of those "Special Memories"

Be sure to take advantage of our limited offer of 24 wallets for just \$19.95!!

Hurry, time will run out... but the memory is forever!

Be True to You! 62

After this year... Who knows what the future may hold? But right now, you've reached the top. And the best way to hold that moment is with a creative senior picture.

One that captures the true you... The essence of who you are!

We know you've worked hard to get this far and you deserve a portrait that's special to you. We'll create one that's uniquely yours.

Call Today!

Nothing says "I've Graduated" like a Cap and Gown Portrait! 63

You've waited your whole life for the moment when you stand proud, diploma in hand. Savor that special time with a cap and gown portrait.

We'll preserve those memories so you'll have them long after you've forgotten how hard you worked.

Being a Senior is an exciting time 64

But it's also a confusing one.

When you're a senior, you have enough to worry about...getting good grades, where to go to college, girlfriends, boyfriends, cars ~ the list never ends.

But when it comes time for your senior photographs, just leave the details to us.

We know exactly what your school yearbook requirements are, so when you are ready for your senior portraits, the only thing you have to worry about is... looking great!

Take a Walk on the Wild Side! 65

Senior Portraits... The way you want them!

Hot, Sizzling, Bold and Daring!

The hottest Senior Portraits are Yours.

Call Today! We'll create your "Hot" Senior Portraits!

Show Your Wild Side! 66

Everyone has one, Show us yours!

From traditional to outrageous, we'll create senior portraits everyone will love.

We've got fantastic effects, backgrounds, and props to make your senior portraits WILD!

Call us today!

We'll Bring Out Your Wild Side! No more boring Senior Portraits! 67

We'll use the hottest props, poses and backgrounds to create the senior portraits you want.

CALL TODAY!

copy ideas

A Year to Remember ... 68

Our Senior Album preserves your special senior year memories. The ___ page expandable album embossed with your Name, Class Year, High School includes:

- Previews and finished portraits from your primary senior session
- As many as four additional "Mini-Sessions"
- Formal and casual studio portraits taken with your date on the day of your prom
- Fall foliage portraits after school starts
- Cap and gown poses next spring
- A "buddy portrait" or any last-minute portrait idea
- A portrait of your entire family-pets included!
- Special pages for dance programs, your graduation announcement, or other senior year souvenirs
- Pages that hold wallet-size photographs of your friends

Call today for your senior portrait appointment!

What are the Top 10 Ways To Look Your Best in your Senior Portraits? 69

Read this card for helpful hints!

- Number 10 The right clothing!
- Number 9 Good hair!
- Number 8 Glasses? No Problem!
- Number 7 GIRLS - Make-up that works!
- Number 6 GUYS - A close shave!
- Number 5 Don't get burned! - avoid over-exposure from the sun or tanning beds
- Number 4 Keep jewelry to a minimum! - glare from large or flat jewelry can be a distraction and costly to fix
- Number 3 Get plenty of rest before your session!
- if you're tired, it will show
- Number 2 Relax and enjoy your senior portrait session! - you've earned it and the
- Number 1 way to get your BEST Senior Portraits is . . .

Call our studio TODAY!

MAKEOVERS • HOBBIES • PETS • OUTDOORS BUDDIES • CARS • BLACK AND WHITES 70

We're More Fun Than Anyone!

And We Offer . . .

- Great Variety of Settings!
- Outrageous Props!
- Incredible Quality!

Call About Our Early-Bird, and Friends Specials!

EARLY-BIRD SPECIALS . . .

1. Book Your Session In June: "50 FREE Wallets!"
2. Book Your Session In July: "25 FREE Wallets!"

SENIORS - Early Bird Specials... 71

1. Book Your Session In June: "50 FREE Wallets!"
 2. Book Your Session In July: "25 FREE Wallets!"
- Special Two-For-One Offer! Two Sessions For The Price Of One!

If you and a friend book your sessions at the same time, we'll do both of your sessions for Half-Price!

Call Today and be one of the first few to experience the newest and most exciting form of SENIOR pictures at:

"Look Inside For Early-Bird, and Friends Specials!"

SENIORS - You Don't Have To Be A Model To Look Like One At... 72

Now that you've achieved this great milestone in your life, we'll help you capture that "Special Look" and create the image that is Uniquely You!"

Call Today, and be one of the first to experience the newest and most exciting form of SENIOR pictures at:

"Look Inside To Enjoy The Finest In Senior Photography!"

SENIOR Hot Shot CALENDAR SPECIALS 73

Book Your Session in June: "92 FREE Wallets!"
Book Your Session in July: "46 FREE Wallets!"

SPECIAL HOT SHOT PACKAGES! CALL TODAY and be one of the first to experience the newest and most exciting form of SENIOR PICTURES at:

Seniors traveling over 30 miles receive 8 FREE WALLETS.

Seniors traveling over 60 miles receive 16 FREE WALLETS.

Book Your Session At Any Time With A Friend and Both Session Fees are 1/2 Price!

Don't Forget, bring a friend, book your Sessions at the same time and Both Session Fees are 1/2 Price!

Create A Senior Portrait that lets Your Personality Show! 74

Your Senior Pictures - An Important, and FUN Decision!

We will create the perfect settings and poses for you. Your uniqueness will be the focus of our attention. You decide on the outfits, props (like cars, pets, hats, friends and instruments), and surrounding... and we'll do the rest!

We have everything necessary to help you look... "Simply Your Best!" Why Settle For Less?

CALL TODAY TO MAKE AN APPOINTMENT FOR THE EXPERIENCE OF A LIFETIME!

No More Mug Shots! 75

Remember when they herded you to the auditorium, sat you on a box, and told you to smile real big? The flash went off and what did you get?

A Mug Shot! That's what.

Parents loved them. You hated them. They served their purpose.

But a senior portrait is different. You're not a kid any more. This is your portrait. This is you. You're a young adult now, and that's how you should look.

There are no rules. No one to tell you to smile real big. You are you, and that's what your senior portrait should show. There are no more Mug Shots!

Express Yourself Simply The Best! Why Settle For Less? 76

Special Senior Offer! Receive a FREE Family Portrait Session or Receive 20 FREE Wallets (Included when you place your order)

Your Senior Pictures - An Important Decision!

You're finally ready to graduate, and there are some great memories of those years. One of the most important memories will be your Senior Pictures. Don't trust them to anyone but the best! We have everything necessary to help you look... Simply Your Best!

Call Today To Make An Appointment and Enjoy

* 20 FREE WALLETS, OR

* A FREE FAMILY PORTRAIT SESSION!

(Either one included when you place your order)

THE NEW ATTITUDE IN SENIOR PHOTOGRAPHY! 77

The First 50 Seniors Receive 25% Discount on their Session Fee!

Come in for the finest in senior photography, so you can remember and share the great times, as a senior, with your family and friends.

Graduation from high school is a memorable moment in time! But, the most desired part of graduating, for many, are their Senior Portraits! We offer a great way to express yourself, and let you be the "STAR" for a day!

SPECIAL SENIOR OFFER

CALL TODAY FOR YOUR APPOINTMENT

Be One Of The First Fifty, And Receive A 25% Discount! (000) 000-0000

Early-Bird Specials! 78

25 FREE Wallets - Just Book Your Session in June! • 12 FREE Wallets - Just Book Your Session in July!

CALL (000) 000-0000 TODAY!

Two Big Ways To Save!

Savings Number One! That's Right, The First 50 Seniors to use this flyer for their session charge will save 25%!

Savings Number Two! Just Book Your Session In June and, Receive 25 FREE Wallets! or Book Your Session In July and, Receive 12 FREE Wallets!

Book Your Session in June . . . AND RECEIVE 25 FREE WALLETS!

(Don't Forget To Bring This Flyer With You!)

"the new attitude" in Senior Photography is:

- More Props!
- More Settings!
- Full Makeovers!
- A Great Time In The Studio!

CALL TODAY AND BE ONE OF THE FIRST 50, OR BOOK A JUNE SESSION AND GET 25 FREE WALLETS

Good Causes and Great Portraits Go Together! 79

We are pleased to participate in your fund raising project. During the dates listed below, we will donate our normal session fee to your organization for every member who comes to our studio for a beauty make-over and portrait session. What a perfect way to have the portraits you've always dreamed of and benefit your group as well!

We specialize in creating beautiful portraits of women. From sensitive to glamorous... casual to elegant... we'll find the style that suits you best. We have a large selection of specially-designed glamour backgrounds and carefully selected fashion accessories to choose from, and our dramatic lighting and posing techniques assure that you'll look your very best.

Special Offer good from ____ to ____.

Your Style Shows in Every Detail 80

You've worked hard to make your wedding memorable. Now, make sure you capture its full elegance, charm, and romance by selecting the right photographer.

A Double Bonus for Brides Only!

Call our studio and book your wedding photography with us. You'll receive 50% OFF your engagement session and a FREE 8x10 frame for your engagement portrait.

Call our studio today for no obligation appointments.

Your Wedding ... Don't Miss It! 81

Of course you'll be there in person, but how much will you actually recall? During your engagement and wedding, there will be many special moments and special people that you'll want to remember. Elegant, distinctive wedding photography can help you capture the highlights of the festivities, and the spirit of this exciting time to relive again and again.

Call our studio to talk about the wide variety of wedding packages available for nearly every budget.

Our Wedding Gift to You 82

It's one you'll open again and again to relive the joy and excitement of your engagement and wedding. A beautiful wedding album ... FREE when you choose our studio for your engagement and wedding photography. And, best of all, the photographs inside will capture your special day with the creativity and quality that your memories deserve.

Call our studio for a no obligation appointment.

The Look of Love 83

It's you! And it's fun!

At our studio, we make your personal portrait session an experience you'll enjoy. Our clients tell us they have a wonderful time creating this unique expression of their feelings. Come for a complimentary tour of our studio that will explain our approach and answer all your questions. Call us today.

A Wedding Promise 84

Brides and grooms aren't the only ones who make wedding promises. We promise portraits and photographs you'll treasure forever.

We promise to capture these special moments with style and elegance. We promise you'll be glad you called our studio for wedding photography.

And, we promise this offer will save you money:

Book your wedding photography with us, and you'll receive 50% off one of our special wedding albums or a FREE 8x10 Frame

Call our studio today and see our beautiful portfolio of wedding photography.

Delight the Man in Your Life. 85

Let us help you create a beautiful expression of your feelings in an enjoyable personal portrait session.

Call us for a complimentary tour of our studio, a description of the portrait experience, and answers to all your questions.

Our clients tell us they have a wonderful time.

You will, too!

And if you bring a friend, you'll each get 50% OFF your session fee.

Call us today.

Unlock a treasure . . . that lasts a lifetime 86

Wedding portraits that reflect your love, romance, hopes, and dreams will be treasured throughout your life together. With care and creativity, we bring to life portraits that meet your highest expectations.

We take the time to get to know you, then offer ideas and techniques that help you tell the story of this special time.

For the wedding in your future, talk to us about portrait combinations featuring a variety of sizes and presentations.

Call Today!

Just Imagine... 87

Your wedding story is more than just pictures of an event on a single day. We specialize in telling the romantic story of your engagement, creating elegant formal wedding portraits, and tasteful, intimate portraits of the bride to present as a special gift to her groom.

Even though we're unavailable to photograph your wedding ceremony, we still can be part of your wedding day!

We have great ideas... Just ask us!

Call today and we'll help you create those truly special portraits that Dreams Are Made Of.

We Create The Portraits Dreams Are Made Of... 88

Your wedding story is more than just pictures of an event on a single day - it should include a glimpse of your relationship as you begin life's journey together. In addition to wedding day coverage, we specialize in telling the romantic story of your engagement, creating elegant formal wedding portraits, and tasteful, intimate portraits of the bride to present as a special gift to her groom. We have great ideas... Just ask us!

Call us today and we'll help you create those truly special portraits that Dreams Are Made Of!

Delight the Man in Your Life this Valentine's Day 89

Let us help you create a beautiful portrait of your love for that man in your life.

Call us for a complimentary glamour consultation, a description of the portrait experience, and answers to all your questions.

Our clients tell us they have the time of their life. You will, too!

And if you bring a friend, you'll each get 50% OFF your session fee.

Call us today.

Now & Forever 90

Of all the decisions you will make in planning your wedding, the one that will be the most important to you when you look back on this most special of all days, is the photographer you choose to capture the beauty, romance, emotion, and joy of your wedding.

When you choose our studio, we promise to document each precious moment of your wedding day with care, concern, and artistry.

In years to come your wedding photographs will be your most treasured heirloom, so don't trust your priceless memories to just anyone. Call us today to set up a consultation so that you can reserve our services. You'll never regret your decision!

Free Engagement Session... 91

AND... One 8x10 Portrait! From your Engagement Day, to your Wedding Day... We will capture them as Beautiful and Lasting Memories!

Enjoy our Unparalleled Quality, Elegance and Distinction!

We know how important your wedding photography is to you. This is the day you will treasure for a lifetime. As you plan for your future together, let us capture the romance, joy and excitement of your wedding day with our distinctive style and fresh approach to wedding photography!

Simply book your wedding with us and we will provide you with an Engagement Session, and an 8x10 Engagement Portrait absolutely FREE!

Give us a call for a no-obligation appointment, and let us show why you want us to capture these special moments in time! CONGRATULATIONS, and we'll see you soon!

copy ideas

Treasures of the Heart 92
 a wistful glance
 a spirited smile
 a meaningful touch
 a gentle gesture

These are the . . . Treasures of the Heart.
 Let us help you keep them fresh forever with bridal portraits that will become more precious with every passing year.

How do we unlock these . . . Treasures of the Heart?

First, before we take any photographs, we take the time to know you.

Then, our creative bridal portrait session captures the spirit of this magical time in your life . . . the romance, the joy, the hopes and dreams . . . in a way that reflects your uniqueness.

And we do take special care of brides! With the help of creative lighting, backgrounds, and props, we work hard to make your wedding portrait just what you hoped it would be.

Finally, we help make your fondest memories easy to recall with a wide choice of beautiful albums, framed portraits, and more in preplanned or custom combinations.

For the wedding in your future, it's not too early to begin working with our studio, planning the best ways to capture your . . . Treasures of the Heart
 Call us today.

Gift Registry 93

Here's How It Works: XYZ Studio provides wedding photography gift registry postcards to our wedding couple. Our wedding couple mails the postcards after their invitation mailing (about 2 weeks).

The gift buyer may simply call the studio or order a certificate online. Upon receipt of a wedding photography gift registry request, we will credit the amount to the account of our wedding couple and send a note informing our couple who presented their gift, or the gift-giver may present the certificate personally to our couple. An ultimate gift idea for those out-of-town guests who don't have a clue what our wedding couple may desire.

The wedding photography gift registry is offered in gift values starting at _____. The bride and groom may contact the studio at any time to verify registry purchases. The wedding photography gift registry is the perfect gift for the bride and groom!

E-Wedding 94

If the wedding couple is participating in the e-wedding website for the bride and groom, they can simply give the site address and password for wedding guests to purchase registry gifts online.

Through e-wedding, guests can view registry items such as two volume album sets, leather library bound album upgrades, preview albums and coffee table photo boxes. Gift-givers have the opportunity of directly purchasing registry items on the site (using a credit card).

A One-Of-A-Kind Gift Idea... 95
 For That Special Someone You Love
 Learn About All Of The Fun And Excitement In Boudoir Photography,
 AND SAVE MONEY TOO!

"Special Introductory Offer"
 \$50.00 Off Your Makeover and Session Fee And A Free 5x7 When You Order!

Schedule an exciting COMPLIMENTARY interview which includes a slide presentation on what to expect with Glamour Photography and a tour of our studio.

We will answer all of your questions.

"It's Fun, and There's Absolutely No Obligation!"

Set your LOVE LIFE ON FIRE . . .

Save money, and have a great time through the Glamour Magic of

A Very Special Offer! 96

"Free Engagement Session... and One 8x10 Engagement Portrait!"

From Your Engagement Day, to your Wedding Day...

We will capture every precious memory!

Enjoy our Elegant and Quality Wedding Portraits while receiving TWO GREAT BONUSES

- Free Engagement Session, and
- One FREE 8x10 Engagement Portrait!

As you plan for your future together, let us capture the romance, joy and excitement of your wedding day with our distinctive style and fresh approach to wedding photography!

Simply book your wedding with us and we will provide you an engagement sitting, and an 8x10 engagement portrait absolutely FREE!

Give us a call for a no-obligation appointment, and let us show why you want us to capture these special moments in time!

Congratulations, and we'll see you soon!

Surprise Him With A Gift He'd Never Expect! Soft Touch Portraits of You! 97

Experience Fun and Excitement with the Softness of Boudoir, and a Touch of Glamour!

Some have called Soft Touch Portraits, the Ultimate Visual Love Letter!

Call to schedule a complimentary interview with us today.

During this relaxed tour of our studio, you will see a presentation on what to expect with Soft Touch Photography and have all of your questions answered!

"It's an Enjoyable experience, and, there's ABSOLUTELY NO OBLIGATION!"

Give Him this wonderful gift, that is uniquely YOU, and have the time of your life during your "Soft Touch" Portrait session at

From Your Engagement, to your Wedding Day... 98

We'll capture them as beautiful, lasting memories!
 Enjoy unparalleled quality, elegance and distinction!

We know how important your wedding photography is to you. This is the day you will treasure for a lifetime.

As you plan for your future together, let us capture the romance, joy and excitement of your wedding day with our distinctive style and fresh approach to wedding photography!

Give us a call for a no-obligation appointment and let us show why you want us to capture these special moments in time!

Congratulations!

"A Little Bit of Fantasy, A Lot of Fun, And An Experience You'll Cherish Forever!" 99

Soft Touch PORTRAITS

Special Introductory Offer!

50% OFF YOUR SESSION FEE!

Come in for an informative interview with us soon. During this relaxed tour of our studio, you will see a presentation on what to expect with Soft Touch Photography, and have all of your questions answered!

It's an Enjoyable experience, and, there's Absolutely No Obligation!

In addition, if you bring a friend to your interview or your session, you will receive a FREE 8x10 Portrait (framed), included in your initial order.

Call Today!
 Have the time of your life during your "Soft Touch" Portrait session at

Preserve your family's history . . . 100

and capture those special feelings families share.

We blend the photographic artistry and creativity of an earlier time with the technological advancements of today to create heirlooms you will treasure for a lifetime.

During this special holiday season, our portrait packages begin at just \$00.00.

In spite of this low price, all of our portraits receive the same care, attention and artistic approach for which we are recognized.

Don't miss this opportunity, when family members come together for the holidays, to capture the special times and memories in your family's history.

For an appointment or more information, please call: