

FADING MEMORIES

Read the text below and fill in the gaps with an appropriate word.

The instamatic camera (1)_____ invented in 1963 and the mass marketing of color film followed shortly after. Until then, almost (2)_____ photographs had been in black and white. (3)_____ the early 1970s, sales of color film had overtaken those for black and white and today color accounts (4)_____ all but a tiny percentage of the 96 million films sold in Britain every year.

But those early color photographs are already showing (5)_____ of age. Millions of snapshots (6)_____ since 1963 are changing color because of their chemical make (7)_____. These chemicals change over time. The deterioration of photographs is nothing new, of course. We tend (8)_____ view the late nineteenth century in delicate shades of brown thanks to the chemicals used at the time. But (9)_____ is a fair chance that future generations will (10)_____ back at the late twentieth century as the era of purple grass and pink skies. Because, (12)_____ the fading is only gradual, the different colors change (13)_____ different rates.

Keeping photographs in a dark drawer, (14)_____ even in fridge, will certainly (15)_____ them last longer, but none of (16)_____ will keep forever. Our grandparents' old-fashioned black and white photographs from earlier in the twentieth century will (17)_____ the test of time better, in fact.

