

**During snowstorm customers
rushed to the store for ...**

The last sizeable snowstorm in our area was in 1985.

Can you guess what product was sold out in local stores immediately?

There are obvious possibilities: Shovels to move the snow; salt to melt the snow; scrapers to get the snow off windshields. All reasonable, and all wrong.

The big seller was camera film. Everyone wanted to record the historical event.

Now, how many of you remember film?

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