



Adams Family Memories

Margaret & James Adams
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Directions & Business Hours: Located in historic downtown Delavan, right next to the post office. Summer Hours: Tues. - Sun. 10am-7pm Mondays by appointment. After Labor Day Hours: Tues. - Friday 4pm-8pm, Sat and Sun. 10am - 7pm, Mondays by appointment.

When was the business started? June 1st, 2009

Describe your products/services? Adams Family Memories does Old Time Photos & more. Make a memory today! Picture yourself in the Roaring 20's. Dress up as a mobster in a zoot suit with a tommy gun or as a flapper in a fringed dress. Imagine yourself in the Wild West as the sheriff, a gunslinger, or a saloon girl. Or perhaps, you fancy yourself as a Victorian gentleman or lady? Envision yourself in the Civil War as a soldier or a Southern Belle. Adams Family Memories will dress you up in the period of your choice and take your photo in minutes. Old time photos make great gifts and holiday cards. It is a fun activity for any kind of get together. Well behaved pets are welcome.

Adams Family Memories has much more to offer than just old time photos. Besides helping you create new memories, we can help you preserve your old memories. Gather up all of your old photos, slides, 8 mm film or other home videos. James Adams can help you create a photo memory slideshow set to music and preserve your special moments on DVD. James also offers event videography and video production services, DVD creation from original content, mobile DJ entertainment and sound services.

Are you not sure where to get married? You can get married in our store in any of our sets or costumes. What is more romantic than a Victorian wedding? Will your fiancé ever forget your anniversary if you were married in a Western jail or saloon?

What do you do, product, service or philosophy, which differentiates you from your competitors?

We take time to make sure that our customers are happy, whether we help them make a memory today, or help them preserve their memories from the past. We have 8 different 3D sets to choose from and hundreds of costumes. I sew many of the costumes right in the store from historically correct patterns. We've personally invested ourselves in the store from the remodeling, set design, and personal attention we give in taking the pictures.

How did you get interested and/or started in this business? James Adams has always done DJ and video work on the side. My father, who was a history teacher and an antique dealer, always enjoyed getting Old Time Photos taken. It was an annual family event. A few years ago we decided to start an old time photo business after years of being harassed at stores that print photos because our photos looked too professional. We thought it would be fun to dress other people up and take their photos in historic costumes and sets. We bought our commercial building and moved in upstairs in the fall. In the end of December, we started to remodel the store ourselves. Every day after work for 6 months we worked on restoring the tin ceiling, studding out and insulating the walls, creating the sets and painting. Unfortunately, my father died before we could take an old time photo of him.

What kind of training or background do you have? James went to school for television and video production. He has been doing video and DJ work for over 12 years. I earned a BS from UW Madison in Spanish Education, a master's degree from Cardinal Stritch in Education, and 36 additional credits. We both enjoyed taking photos and going to Old Time Photo studios. We always thought that taking old time photos would be great way to spend our retirement years. Finally, we decided to start building the business in our 30's so all of the back-breaking remodeling and set building would be done while we are young.

What have you learned from this business? Through our interactions with clients and families, we discovered that all anyone wants is a quality product at a fair price. Our customers have found our store to be a wholesome and fun activity that the entire family can enjoy. In this age of digital cameras and misplaced files, we have found that family photos seldom make it to print to be hung up on the wall. When our customers leave our store, they have a matted photo ready to hang on the wall or give away as a perfect gift.

What are your future plans for your business?

We plan to be open for the next 40 years. When we retire from our day jobs we will be open full time, year round. We still have one large room in the back of the store to remodel. We have not yet decided what we want to do with it.

What or who has had the most influence in the way you do business?

Our fathers have influenced us the most in the way we do business. James' father taught him a very strong work ethic. My father taught me about antiques, history, remodeling, and customer service.

Do you have a favorite saying that applies to your business?

Adams Family Memories can help you make a memory today, or help you to preserve your memories from the past.

What do you find most rewarding about this type of work?

We enjoy seeing our customers happy. Here customers of all ages can dress up and pretend they are from a different era or have their past memories preserved without having to mail their childhood home movies, photos, or slides off to some unknown company.

What type of customers uses your products/services?

People of all ages from the surrounding area and tourists frequent our store.