



Photo: Kelli Urdall

Green's Camera World Celebrates a Century in Business

BY RENEE BRINCKS

Frank and Barbara Lucido with the Agfa 8x10 camera that Mr. Green used in 1921. The camera is on display in the Salinas location during the 100th anniversary celebration.

They say a picture is worth a thousand words. But after working with cameras since he was 15, Frank Lucido also has thousands of stories about pictures.

Lucido started his career at McKay's Camera Shop in Monterey, earning a job after working a book release party for photographer Ansel Adams. He opened his own store at age 20, expanded, lost two locations to the 1989 earthquake, and ultimately bought Green's Camera World from Richard Green in 1990.

"We went to lunch and I bought the store on a napkin and a handshake," says Lucido. "It was like he handed over a torch. I feel a big responsibility to keep up the company's reputation."

Green's Camera World celebrates 100 years

of business in 2021. Locations in Monterey and Salinas offer paper and canvas prints, photo cards, photo restoration, video conversions, camera repairs, film development, and retail cameras, lenses and film.

Lucido credits his customers, his employees—including some who've worked there for 30 years—and his wife, Barbara McNally Lucido, for supporting the stores. He's planning to host post-pandemic anniversary celebrations.

"I try to look past what's going on now," Lucido says. "I remember my boss at McKay's saying, 'In tough times, families still get together, and they still take pictures.'"

For more information, visit greenscamera.com.