

Bachrach

Alderman

Remington

James Lett

## Four Centenarians

*Profiles of a portrait studio,  
a commercial illustrator, an industrial  
photo department, and a professional  
photographic products dealer—*

*all at least 100 years old.*

*To thrive and prosper for a century requires a combination of special attributes. Aesthetic sensitivity, business acumen, promotional expertise, technical know-how, and a business spirit that fosters success are all necessary ingredients.*

*The four companies profiled on the following pages are models of success. Moreover, they all have used Eastman Kodak Company products for the last 100 years.*

*During the last century, these companies and Kodak have stood side by side. Kodak has provided a constantly*

*evolving line of equipment and supplies as well as up-to-date technical information and photographic and marketing advice. In turn, these companies in their own individual ways have used these products and information to maximum advantage, growing in the process.*

*Kodak is proud of the role it has been able to play in the development of photography and gives a special salute to those companies and individuals who have been associated with the medium from its earliest days.*

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### Portraits Bachrach better than life...

If you had been riding your carriage through the streets of Baltimore in 1868, the temptation to stop at David Bachrach's newly opened portrait studio probably would have been too great for you to resist.

Bachrach's images were expensive, but the classic beauty of his portraits made them possessions to be treasured. From the

beginning, it was characteristic of the Bachrach style to make his well-to-do subjects look better in their portraits than they did in life.

Interestingly enough, David, himself, appeared more rustic than genteel in photographs. His background, as described by his great-grandson, Louis Bachrach III, shows why.

David came to the United States from Germany at the age of eight. At 15, he served as an apprentice photographer



David Bachrach—a self-portrait.



Images of beauty and elegance.

during the Civil War. He worked hard and gained an intensive photographic education during the trying times. He quickly learned the fundamentals of photography including procedures necessary to prepare and develop plates and finished prints.

Before opening his studio, he had been an assistant surgical photographer at St. John's College Hospital (where many of the Andersonville prisoners were later treated), assisted U.S. Naval Academy Photographer

William Chase, and worked with William Weaver of *Harper's Weekly*.

These experiences gave him a thorough, hands-on understanding of most facets of photography—knowledge that he later was able to pass on to his two sons, Walter Keyser and Louis Fabian Bachrach.

As with most successful photographers, David and his sons were eager to grasp new photographic developments that might improve their technique, make working conditions more pleasant and convenient,



Subjects in harmony with surroundings—part of the Bachrach style.

and help accomplish other professional and business goals. One such technical breakthrough came in 1913 with the introduction of EASTMAN Portrait Film. This flexible sheet film allowed portrait photographers like the Bachrach's to abandon cumbersome glass plates forever.

### Portraits better than life...



Franklin D. Roosevelt.

Another important event that influenced the development of portraiture was the utilization of artificial-light sources, including electric lamps. Previously, most studio portraiture required a skylight for sufficient illumination. The perfection of artificial illumination allowed portrait photographers more mobility, let them extend their shooting time into the night, and gave them more freedom in choosing a site for the location of their studios.

Inheriting some of his father's adventuresome nature, Louis, then in his early twenties, decided to open his own studio in Boston, Mass. Walter remained with his father in Baltimore. Both studios flourished independently until the 1920s when Louis bought out Walter's interest and moved Bachrach headquarters to Watertown, Mass.

In addition to being an excellent photographer, Louis was an enterprising businessman. He hired specialists to do darkroom work, photographers to make the exposures, and sales personnel to sell the studio's work. He merchandised the photographic services he had to offer and aggressively went after new business. An interesting article in the November, 1920, issue of *KODAK Studio Light Magazine* profiled Louis' merchandising philosophy. Under his leadership, at one time, there were 48 Bachrach studios throughout the nation.

Louis' two sons, Bradford Bachrach and Louis Fabian Bachrach, Jr. (who preferred to be called "Fabian"), took active roles in the business as photographers. Bradford specialized in women's portraiture, Fabian in men's.

As the Bachrach studios grew through the years, so did photography. Today, Louis Fabian Bachrach III cites the important role color has played in helping the advance of portraiture. He says that color portraits done in the Bachrach style "usually render more natural and pleasing skin tones than black-and-white. Less retouching is required," he notes, "and our

customers most often prefer the end result that color provides." He notes that how the new and improved Kodak color materials that have evolved throughout the years have helped his business.

Currently, like many other professional photography studios around the world, Bachrach uses KODAK VERICOLOR II Professional Film, Type S, for portrait and wedding work. Louis says Bachrach photographers expect and get consistent, high-quality results from this film. There are no unpleasant surprises, he notes, adding, "This is important because it lets our photographers concentrate on producing pleasant compositions, the foundation of our business."

Increasing productivity has always been

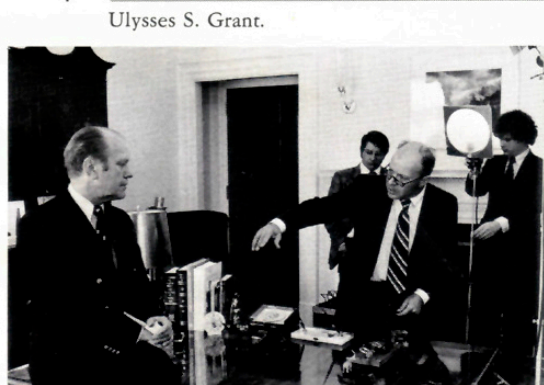
important at Bachrach studios. Currently, the firm uses a variety of automated processing equipment, including a new KODAK 2610B Color Printer-Computer Assembly at the central processing facility in Watertown.

Today, as in the past, Bachrach studios are especially known for their portraits of prominent people. Presidents, royalty, authors, sports figures, and other celebrities are included on Bachrach's extensive list of satisfied customers.

Louis Fabian Bachrach III says, "The basic philosophy of Bachrach Studios is the same now as it was when my great-grandfather started the business—to use a classical style and to give people portraits that they like."



Ulysses S. Grant.



A photo session with President Gerald Ford.



The famous are regular clientele. Above is Julia Child.