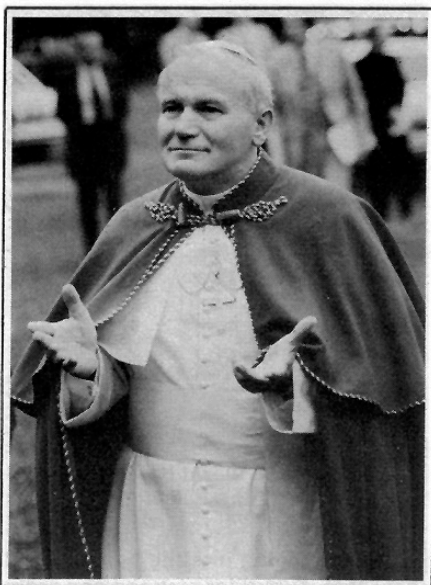


# Sooner or Later, Everyone Who's Anyone

Four generations of Bachrachs have been professional photographers, careers reaching back almost to the beginning of the process itself. Since 1868 the family has set the standards for portrait photography by striving for technical excellence, and by accommodating the egos and personality traits of their famous subjects.

□ "PORTRAIT PHOTOGRAPHY IS USUALLY a family business, and the one reason we're still alive is we've managed to keep one or more members of the next generation interested."

Sooner or later, just about everybody of prominence sits for Boston's famed Fabian Bachrach, whose camera has stunningly delineated characters from king to commoner, from everyday



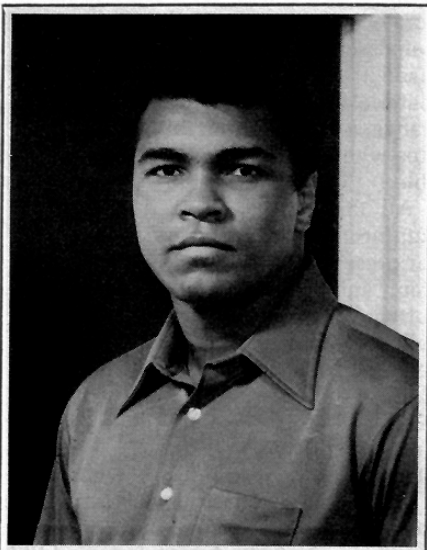
Pope John Paul II was photographed at St. John's Seminary during his visit to Boston. A copy of this photo was later personally delivered to Nobel Peace Prize winner Mother Teresa.

scenes to the worlds of government, business, science, the arts. The Bachrach business has encompassed nearly the entire history of photography, beginning with David — a pioneer photographer who helped film the crowd that heard Lincoln's Gettysburg Address.

The Bachrach organization was actually born in 1868 when David, after some Civil War battlefield photography, opened a studio in Baltimore, followed

(text continued on page 74)

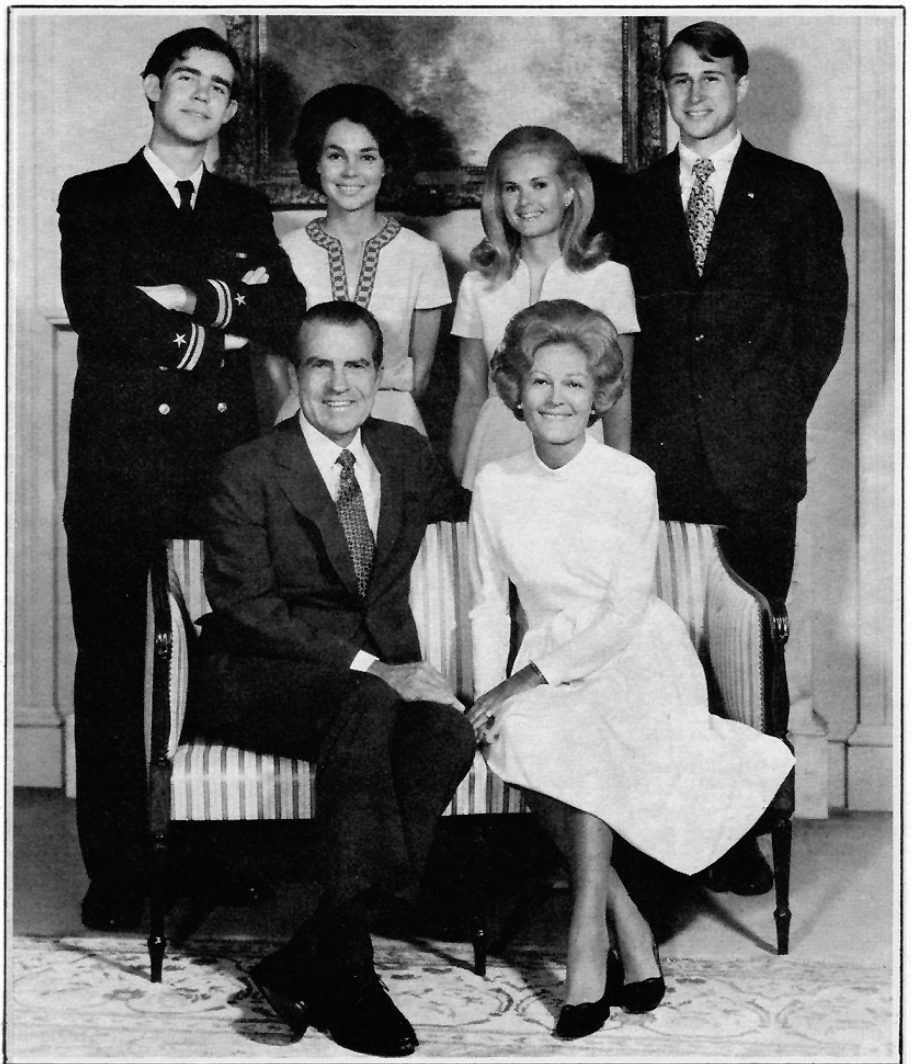
Originally, the appointment to photograph Muhammad Ali was cancelled. Fabian had to intercede with a 6'6", 300-pound member of Ali's entourage in order to get the picture.



## A FAMILY ALBUM

We each have our own perception of what the word "family" means. Families come in all shapes and sizes, and each one has a story to tell. In this continuing series YANKEE will visit unique New England families to see what makes them work.

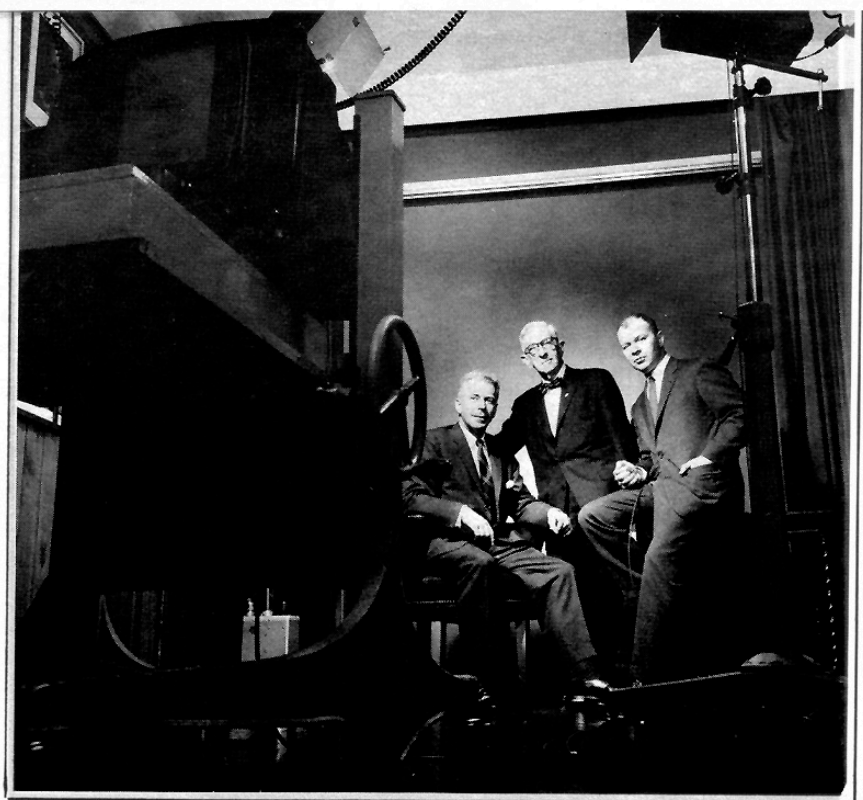
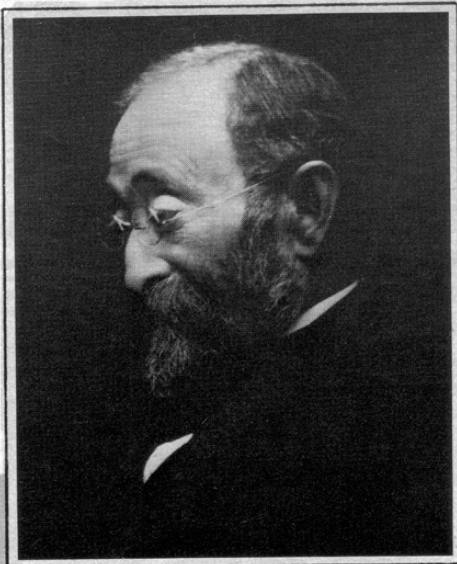
# Sits for the Bachrachs



Fabian Bachrach remembers Richard Nixon as a good customer, but "tough to photograph... he had sort of a squashed nose, heavy beetling brows, kind of chipmunk cheeks, and a heavy black beard." Nixon liked this White House family portrait enough to order 20,000 prints, "the biggest order we'd ever had."

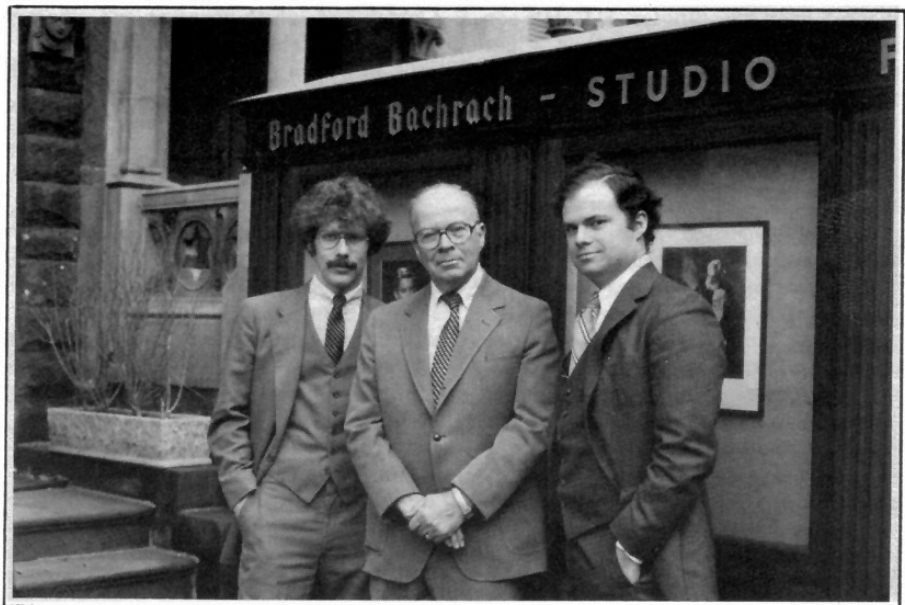
Approximately half a million Bachrach negatives are on file in Watertown, and another 500 come in every day to be processed.

The Bachrach photographic business began in 1868, when David Bachrach (right) opened a studio in Baltimore. David had learned his craft photographing Civil War battlefields, and also took this picture (below) of the crowd listening to Lincoln's Gettysburg Address.

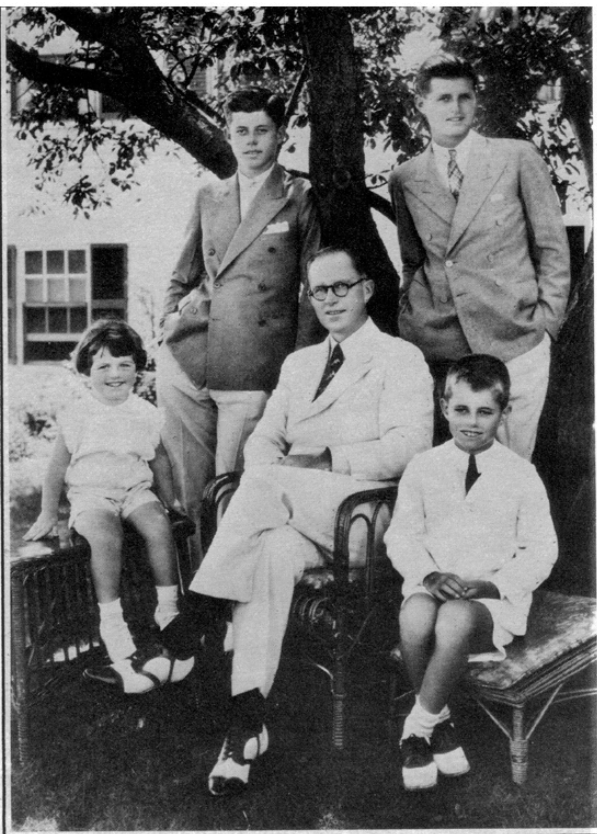
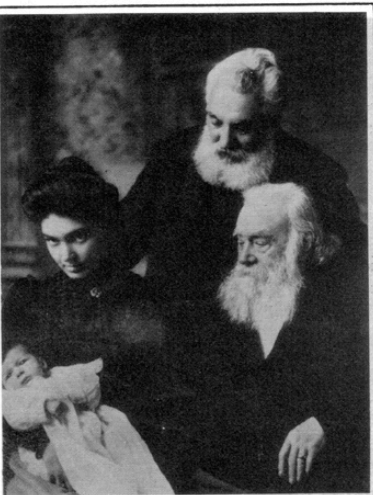


Above: Louis Fabian Bachrach, better known as LFB (center) was a relentless perfectionist. His sons Bradford (left) and Fabian (right) were known as the photographers of women and men, respectively, when this photo was taken in 1961.

Below: Robert, Fabian, and Chip Bachrach outside their studio in Boston.



Below: LFB made this picture of Alexander Graham Bell and his family in 1902; right, Joseph P. Kennedy is surrounded by his sons Teddy, Jack, Joe Jr., and Robert.



by another in Washington, D.C. His son, Louis Fabian — Fabian's father — carried on the tradition, opening a studio in Worcester, Massachusetts, in 1904. He was known affectionately as LFB, and his unrelenting standard of photographic excellence was reflected in his favorite phrase, "We can do BETTER than this!"

As Fabian learned from his father, so he, in turn, taught his sons: Robert, 26, who spends the bulk of his time photographing Boston sittings, and 30-year-old "Chip" (Louis Fabian III), who does portraiture, but is more often found at the company's processing plant in nearby Watertown, Massachusetts.

Approximately half a million Bachrach negatives are on file in Watertown, and another 500 come in every day to be processed. Fabian and Chip personally inspect each one, and examine all the proofs before they go back out.

That inspection is minute. Examining

a black-and-white proof of one solemn gentleman, Fabian said, "Mean-looking, isn't he? I wish I could lighten that frown in his eyes — he looks so furtive. Let's do something so he won't be quite so sinister." A lab technician went to work.

Involved as he is in administration, Fabian still personally photographs between 75 and 100 sittings a year; Robert handles about 1,500. There are seven full-time Bachrach photographers, all of whom came up through the ranks; about 25 part-time men and women photographers in New York and an even larger crew in Boston, who do weekend wedding candid photography.

"Anybody can come up with an occasional good print," says Fabian. "But a REAL test is to take any subject and do something with him. I'm not interested in a photographer's great work, but in what he does every day." □ □



LFB wrote to Eleanor Roosevelt saying he admired her, but had never seen a good picture of her, and would like to make one. In making this portrait, he moved far enough away from her to emphasize her good figure and "terrific clothes" against an elegant background. Mrs. Roosevelt was very pleased with the result.