

Right at your doorstep are hundreds of photographs you can sell

Many men and women are earning \$25 to \$100 a week extra money with their cameras. Here are suggestions on how you can do the same—from a man who has earned over \$100,000 a year in photography

By Victor Keppler

I often wonder why more people don't use their cameras to pick up extra money.

Right in your own home town — on your Main Street, in your friends' homes and gardens, even in your own back yard — are subjects for saleable photographs that you could take in your spare time. And all over the country there are good markets waiting to buy them.

The vast hidden market for photographs

Even the biggest national magazines often accept photographs by talented amateurs. But far more important to the beginner is the vast hidden market for pictures — the hundreds of smaller publications that are begging for good photographs of people, places, and events in your area. Just by keeping an eye peeled for pictures "made to order" for these specialized publications, many amateur photographers are able to pick up \$25 to \$100 a week extra money with their cameras.

The "bible" of photographers interested in extra money is a book called *Where and How to Sell Your Pictures*. It lists the names, addresses, and requirements of over 800 publications — trade journals, regional magazines and newspapers, sport and hobby magazines — that are constantly in the market for good pictures. Here are just a few examples chosen at random:

Flower Grower pays \$50 to \$100 for color pictures — \$5 to \$10 for black-and-white — of well landscaped gardens, flowers, house plants, flower arrangements, fruit, trees.

Car Life pays \$5 to \$25 for pictures of automotive subjects — humorous, new products, custom cars.

Mechanix Illustrated pays \$10 to \$25 for pictures pertaining to science, crafts, and hobbies; unusual gadgets, inventions, mechanical devices appealing to men.

Golf Digest pays \$10 to \$25 for pictures of golfers and golf scenes.

Victor Keppler has earned over four million dollars in photography and has reaped many honors, including Art Director Club Medals and two awards from Harvard University. Recently, in recognition of his vast experience, he was chosen to be Director of the new Famous Photographers School.

Model Railroader pays \$5 to \$15 for pictures of scale-model miniature railroads and equipment.

My Baby Magazine pays \$10 to \$15 for pictures of expectant and new mothers, babies and children under three.

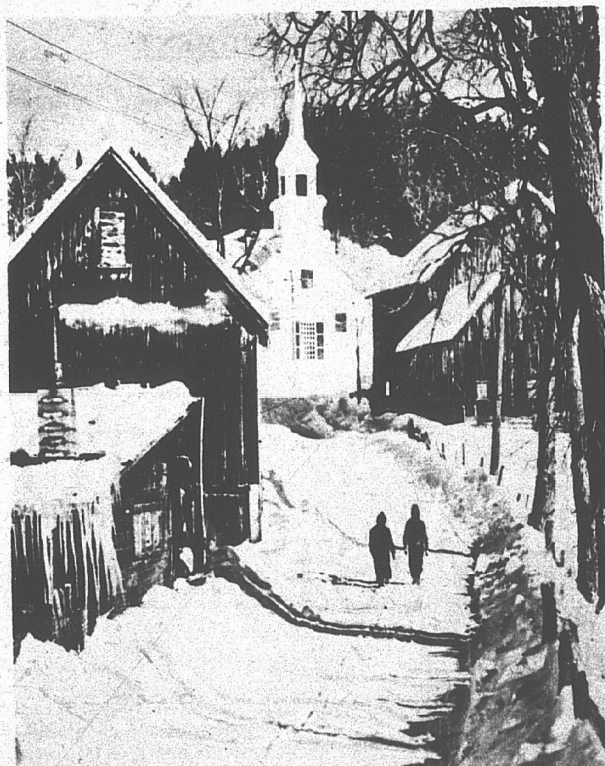
Plastichrome Postcards pays \$10 to \$25 for color shots suitable for postcards — scenic, animals, sports, beach and boating, road scenes, farm and country scenes.

How to sell the same picture more than once

Furthermore, you usually retain all rights to your pictures, which means you can sell them over and over again. Arthur d'Arzian, one of today's top photographers, has sold reprint rights to the same Rocky Mountain landscape over 18 times, for a total of \$5,800 — and he still owns the picture.

A common way to get repeat sales is through stock photograph agencies. *Where and How to Sell Your Pictures* lists a number of such agencies that accept good photographs and publish them in catalogs from which advertisers and editors frequently order reprints. Each time one of your pictures is ordered, you earn another fee.

Still another source of revenue is people who want to buy extra prints from you. It could be the baker who has remodelled his shop, the golfer who has won a tournament trophy, or the handyman who has built a cabin cruiser. Naturally he'll want to see the pictures of himself or his "pride and joy" that you are sending to the appropriate specialty magazine. And nine times out of



This photograph by Arthur d'Arzian, evoking the nostalgic mood of a small town after a snowstorm, has been used on the cover of *Collier's* and on countless greeting cards and calendars. There are dozens of equally striking picture possibilities within a few blocks of your home.

ten, when you show him the pictures, he'll want to buy extra prints for himself or his friends and relatives.

The importance of professional training

Of course the more professional-looking your photographs are, the better chance you have of selling them, even in these smaller markets. And now there's a way to learn to make pictures that measure up to the highest professional standards.

For the first time in the history of photography, you may receive training right at home in the professional methods and prized studio secrets used by the most successful photographers in America.

Ten outstanding professionals have started a new kind of photography school. They spent three years pouring into a remarkable series of lessons everything they have learned in their long, hard climb to the top.

Then they perfected a revolutionary teaching method as personal as the tutoring a master photographer might give a promis-

ing assistant. Your instructors are all skilled professional photographers, supervised by a Guiding Faculty composed of the School's famous founders. They don't merely tell you how to improve each photograph you send in as part of your assignments — they show you with unique visual critiques which make their points instantly clear. And every critique, every letter of advice, is tailored to your camera, your individual goals and talents, your problems.

Two free books offered by School

To show you the many opportunities in photography — and how you can be trained to take advantage of them — our School offers the 160-page market guide, *Where and How to Sell Your Pictures*, as well as a 48-page brochure describing our Course.

The coupon below will bring you these with no obligation. However, as the books are costly to print and mail, please send for them only if you are seriously interested in photography and want to find out how your camera can earn you extra income.



Photograph by Irving Penn

They started the Famous Photographers School

Left to right:
Arthur d'Arzian
Joseph Costa
Philippe Halsman
Harry Garfield
Irving Penn
Richard Avedon
Bert Stern
Ezra Stoller
Alfred Eisenstaedt
Richard Beattie

Famous Photographers School Studio 626, Westport, Conn.

Please send me, without cost or obligation, both the 48-page brochure describing your new Course and the book *Where and How to Sell Your Pictures*. I am most interested in using my camera to earn money: part-time full-time

part-time now, full-time later
(please check one)

Mr. _____
Mrs. _____ Age _____
Miss _____ (circle one and please print)

Street _____

City _____

State _____ & Zip _____
County _____

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