

For Publication . . .

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If we can rely upon the adage that a picture tells more than a thousand words, then the people who travel from one end to another of our country with an average of one camera to each hand, must be amassing a staggering number of volumes on the beauties of America.

Placed end to end or side by side, they would probably cover the entire earth with a film, most of which alas, could not be seen through!

The fact that these enthusiastic and energetic "amateurs" have not put all of the professional photographers out of business must be that they are so eager to place themselves and fellow travelers in front of the camera, that they lose sight of the background. Since you or I, or any average tourist look about the same 10 feet away from Old Faithful or on the steps of a venerable mission, or beside a cabin at the Grand Canyon, the result of all this effort and expense is not a real record of a thrilling vacation. Add some under-exposure and quite a bit of over-exposure, plus holding one finger over the lens opening and forgetting to turn to the next film and you know why people are still interested in looking at magazines and newspapers that show our national parks and recreational areas.

For publication there may be people in the pictures, but they should be only a part of the arrangement which leads the eye to the main point of interest—whether a waterfall or a glacier, a wild animal or a geyser.

Almost every view that the photographer decides would be interesting for publication is apt to prove as temperamental as a prima donna when it comes to posing for a picture. She invariably has a profile which is best only from a given angle and will be fussy as to the hour and lighting conditions when "at home" to a camera. Such spots as the fascinating prehistoric cliff dwellings of the southwest even go so far as to be unapproachable at all but short seasons when the sun penetrates the great caverns. Some of the waterfalls discourage picture hunters by sending spray out at him when he tries to get their portrait, or like Bridal Veil Fall at Yosemite, fading away to a trickle toward the end of summer.

Blissfully unaware of these limitations the amateur shoots from the hip without even drawing a bead, and so misses fire most of the time.

The earnest seeker of photographs for publication must disregard the comforts of bed to catch glorious sunrises and forego the satisfaction of regular meals to be at the spot when the scene is best.

But each locality, whether it is home to the photographer or a remote point reached on his travels, has possibilities that will yield pictures that do tell much more than a thousand words and so will interest the practical-minded editor for publication.

Yacht harbor in San Francisco; and, seen through the arches of the cloistered inner quad, the Stanford Memorial Church with its mosaic showing the Sermon on the Mount. Photos by Josef Muench, from the book *SAN FRANCISCO BAY CITIES* by Joseph Muench.

