

ARCHITECTURAL photography is easy and can be rewarding to the amateur and hobbyist photographer. This striking angle of the Michigan Consolidated Gas Co. building in downtown Detroit was achieved merely by a photographer with a wide-angle lens on his single-lens reflex camera walking up to the base of one of the columns of the building and shooting straight up. This building is just one of many in the Detroit area designed by internationally-known architect Minoru Yamasaki. His buildings in Detroit and suburbs have long been favorites for weekend and architectural photographers.

## Photography Can Be Fun

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taken with a \$230 camera and expensive strobe light.

The wife's technique was simple -- turn on the strobe light, aim and shoot.

No fancy rules to remember or forget in the excitement of shooting an event.

**BUT PHOTOGRAPHY** can be more than that.

Many people experience a great sense of personal satisfaction about showing off their favorite pictures that rival similar shots published in national magazines or winning photo contests.

There is a sense of accomplishment -- not to mention the thrill -- of taking pictures and within an hour developing your own film and seeing the results on a wet negative, soon to be washed and dried so that large prints can be turned out.


For many years, home film processing was simple and relatively cheap. Now the film manu-

facturers have come up with improved methods that also make it fairly easy and inexpensive for people to process color film at home and turn out color prints.

**MANY OF** the nation's top photo contests held by national magazines are won by people who are not photographers in the professional sense of the word.

The winners are usually salesmen, doctors, teachers, students, housewives or soldiers who take a serious interest in their photography and are not deterred in creating new picture ideas by the irrelevant fact that they earn their living by doing something else than taking pictures.

In many ways, this can be an asset since the serious, advanced hobbyist is not under any economic pressures to come up with super pictures every week like the professional whose financial status is only as good as his last assignment.



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