

Scope and Content:

Contains 8 commercial photos (oversize, b/w and color) of advertisements.

Biographical Note:

“Abraham J. Josephson, PH '39, graduated from the Institute in 1939 with a major in Commercial Photography, after which he was employed as a photographer with Sibley, Lindsay, and Curr Co. in Rochester. Since 1945 Josephson has operated his own studio where specializes in advertising photography. He received a P.P. of A. Master of Photography degree in 1958, and has been active as a lecturer on photographic techniques at numerous conventions. Among his hobbies and interests he includes woodworking, ceramics, and golf. Josephson and his wife live at 66 Fernboro Road, Rochester. They have 2 children.”

--From *Official Ballot, 1965*, College of Graphic Arts and Photography Executive Council Representative, RIT Alumni Association [copy in box with collection]

Container List:

- Photo 01 Sylvania Television ad., 1970s; portable TV, with couple in background and sky scrapers out the window. Color photo. 16"x20"
- Photo 02 Ice Cream ad., 1970s?; swirled ice cream in blue dish, with ribbon. Color photo. 16" x 20"
- Photo 03 Ice Cream ad., 1970s?; yellow dish, pineapple and coconut in background. Color photo. 16"x20"
- Photo 04 Cookware ad, undated; w/ some form of cooked beef, cheese and crackers in foreground, in a brick kitchen setting. Color photograph. 16"x20"
- Photo 05 Photo of Swimming pool, undated; w/ ocean and mountains in the distance (resort ad?). Color Photo. 16"x20"
- Photo 06 Sylvania Television ad, 1970s; in den setting with clock. Color photograph. 16"x20"
- Photo 07 Sylvania Television ad, late 1960s; Living room letting w/couple standing in front of window with snowy, wooded scene. Color photo. 16"x20"
- Photo 08 Photo of the making of some nightgown (or pantyhose) ad, shot includes studio and photographer. Black & white photo 14"x19"

Listed by photograph