



**Name:** Herbert Kepler

**Years:** April 21, 1925- January 4, 2008

**Residence:** Croton-on-the-Hudson

**Brief Biography:** Herbert was born in New York City in the year 1925. His interest in photography began early and by the age of 10 was already developing his own color photographs. As a young teenager he made a business of taking portraits of his classmates and selling them to their parents. Kepler attended Harvard University. Following graduation he did a brief stint in the military at the end of World War II. After the war Kepler went to work for The New York Sun as a reporter. However, his love for photography never died and in 1950 when he was offered the Associate Editor position for *Modern Photography* magazine he gladly took the job. In the years that followed Kepler continued to climb through the ranks at *Modern Photography* and eventually became Editorial Director and Publisher in 1966. While working for the magazine he made many contributions including improving the way the magazine rated photographic equipment. He changed the magazine's equipment reviews from having an unreliable, objective basis to one grounded in scientific tests. Kepler was most noted for his columns on SLR cameras which he predicted to be the camera of the future, as was proved right. He was also one of the first magazine publishers to enact a strict ethical code when it came to advertisements. Kepler

refused to run any ads that he deemed untruthful or manipulative, whereas many editors would never have turned down an advertisement's income. Keppler stayed with *Modern Photography* until 1987 when he went to work at *Popular Photography* as Vice President and Senior Counselor, a position that he held until his death in 2008. In addition to Keppler's work at the magazine's he was very interested in the Japanese Photo Industry. He began taking trips to Japan every few years and became a trusted consultant to industry leaders there. He was one of only a few Americans to ever be awarded The Order of the Sacred Treasure award by the Emperor of Japan for his contributions to the Japanese Photographic Industry. Over the course of his career Keppler was known affectionately as "Mr. Photography".

**Accomplishments:**

Photo Marketing Hall of Fame (1985), Lifetime Achievement Award by the Photographic Manufacturers and Distributors Association (1991), Japan's Order of the Sacred Treasure Award (2002)

**References:**

<http://www.pophoto.com/Features/In-Memoriam-Herbert-Keppler-1925-2008/In-Memoriam-Herbert-Keppler-1925-2008>

<http://www.nytimes.com/2008/01/11/arts/11keppler.htm>