

Alec Soth's Archived Blog

October 25, 2006

Photog Endorsements

Filed under: [goof](#) — alecsothblog @ 1:49 pm

In my Brawny vs. Bounty [post](#), rugged Midwesterner [Paul Shambroom](#) writes that I've "pioneered the viability of photographers as celebrity endorsers." But I'm afraid Ansel beat me to the punch in 1969 (the year of my birth) with his endorsement of Hills Bros. Coffee:



4 Comments

1. haha i haven't seen this can in forever i remember seeing it when my photo history professor Craig Stevens brought it out during a slide presentation.

Comment by [Mark Rubenstein](#) — October 25, 2006 @ [3:43 pm](#)

2. Although I have seen and enjoy select images of Mr. Shambroom, his images of security culture really tend to look like he is endorsing something himself. The posed pictures of fireman, and hazard teams look like Army or Coast Guard ads to be "Hazard Team of One" Now what is that endorsing? Fiddle Faddle

Comment by [Brandon Fields](#) — October 25, 2006 @ [4:29 pm](#)

3. And of course you also have the Sebastiao Salgado Illy espresso cups at 21Euros.....
http://www.questodesign.com/shop/proddetail.php?prod=illy_Salagado&cat=110

Comment by [Jeremy](#) — October 25, 2006 @ [6:46 pm](#)

4. [...] But as Buddha said "Embrace nothing. If you meet the Buddha, Kill the Buddha." I guess this is why I have a need to tease Paul by calling him "ruggedly handsome" and "Power Shambroom."
[...]

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