Q: Who made Angela jump?
A: Bern Schwartz
Q: Who...?
see page 90
Flattery will get you faces

Bern Schwartz (above, self-portrait), an American businessman in his sixties, has come into photography late in life, yet he has persuaded almost every famous British personality to sit for him. On page 94 Ian Jack meets the man who believes in making his subjects look their colourful best.
Jack Jones, trade union leader

Zandra Rhodes, designer

Lester Piggott, jockey
Mr Gordon Richardson, governor of the Bank of England

Bern Schwartz flew into London from California this year, hired an expensive suite at the Berkeley Hotel for four months, and then started to hunt famous people with his camera. He did not catch them unawares on pavements, however, or view them through country thickets with a telephoto lens; Mr Schwartz is too polite for that kind of thing. Instead he sent them samples of his previous portraits of other famous people and asked them, graciously, if they would like to pose for him.

Most agreed. Mr Schwartz charges no fees and, well, his pictures do make the best of one. On Tuesday the fruits of his labour here are revealed at an exhibition in Colnaghi's gallery, London. Nearly 100 portraits depict the leaders of Britain's social, political and cultural establishment in colours which can only be described as glowing. Prince Charles, Jim Callaghan and David Hockney will be on the walls and looking good, in the company of Dame Margot Fonteyn, Tony Benn, John Curry, Lords Clark, Hailsham and Butler, Sir Alfred Ayer, Jack Jones, Sir Osbert Lancaster. In fact Mr Schwartz seems to have photographed everyone with a claim to be anyone - good going for an American visitor to English society, who started the business of serious photography only five years ago.

Mr Schwartz wears pressed grey flannels, brushed grey hair, black shoes and black blazer. He is 63. And he is dedicated to Beauty. “Why make people look ugly? I like a picture which pleases me and