

# AMERICAN ADVERTISING PHOTOGRAPHERS

## II. WILLIAM SHEWELL ELLIS BY CURT L. HEYMANN, NEW YORK

THE advertising photographer in America to-day is face to face with a new task. He is expected to have a feeling for architecture. It is no longer sufficient to regard an advertising photo as a publicity picture, dictated solely by the principles governing camera-work. The process of placing the object to be

Schaufenster-Dekoration für John Wanamaker / William Shewell Ellis Phot.



Window Display of John Wanamaker

advertised in the foreground by means of a correct distribution of light and shade, or making it by constructional means into the central focus of the picture has become too conventional and out-of-date. New life has arisen from the idea of forming a combination in which the object and the photo should both be equally emphasized. The procedure renders it inevitable that the photograph itself should be of secondary importance. The artist first creates a decorative scheme which suffices to captivate the eye. It may be a shop-window display or the counter arrangements in a department store. Then comes the