

light and shade effect necessary for the lens. The artist must therefore consider two obligations and must seek to satisfy both. On the other hand the final result serves a double purpose.

This principle of arrangement has been followed in the case of the pictures shown here by William Shewell Ellis. One sees at the first glance that these are displays which in the first place seek to draw the attention of the observer merely as objects. It is a matter of indifference whether a mere objective arrangement of toys, hats or pearl necklaces comes into question or the motif of an interior decoration. The emphasis is laid upon the picturesqueness of the arrangement and

Schaufensterdekoration für John Wanamaker / William Shewell Ellis Phot.



Window Display of John Wanamaker

the tasteful grouping. Ellis has accomplished his task with the greatest deftness in every case. His photos really illustrate. They do not need to be explained. The attractive advertising photo shows the thing itself in this form and shows it in a frame which not only satisfies the demands of the eye, but also the preliminaries conditioned by the lens, which, in other words, can speak its own language in terms of publicity.

The essential point about such a conception of the advertising photograph is that it has inexhaustible means at command. Take, for example, the much less complicated procedure in the case of an object that is already "set". Take a group of skyscrapers belonging to a concern consisting of house and property-owners. The picture of such a skyscraper shown in purely