

photographer. If William Shewell Ellis had not this feeling in the tips of his fingers, if he were only a department store decorator, or only an advertising photographer, then the effect of his work would be cheap. But Ellis has done illustrations for the "Saturday Evening Post" and decorations for Wanamaker. To-day he does photographs for Eastman Kodak and to-morrow makes "portraits" for a firm of jewellers or soapmakers. Many-sided are his tasks, but his

Sherry-Netherland-Hotel
Agentur Roy D. Lillibridge Inc. \ William Shewell Ellis Phot.



Sherry-Netherland Hotel
through Roy D. Lillibridge Inc.

talent is also many-sided. He models his pictures and sees the beauty of them with two quite different pairs of eyes. His conception of things is so fascinating that one forgets the actual publicity purpose of his work. And that is a good thing—and is perhaps the highest praise that one can accord an American advertising photographer. If it were otherwise, this art would necessarily fall a victim to the stereotyped and the schematic. Its products would betray themselves as the work of a certain school or would represent a "tendency" or "movement". Such photographic advertising art is soon forced to resort to the aid of re-touching.

Translated by E. T. Scheffauer