

as if they were the dear old king who used to order messengers who brought bad news to be executed in more or less elaborate fashion.

In a merry and careless way, they talk only of fun and never of finances and leave everyone concerned in the best of tempers. They have something of the artfulness of a charming woman. They are never angry or offended. They do not appeal to the feelings of which everyone likes to speak and no-one possesses. Like conspirators they press a fragment of printed paper in a young woman's hand with which she can stir up her whole family. As a result the dame receives her copy of the "Dame" and everybody is satisfied.

They create a happy atmosphere which remains in the air as "good will". They never offend by a desire to sell



#### Sehkrankheit einer Kamera

verschuldet durch ihren Besitzer, einen allzu selbstbewußten Amateur, der beim Bart des Propheten geschworen hat, niemals das gute Ullstein-Sonderheft „Knipsen — aber mit Verstand“ zu lesen! Dabei kostet es nur 75 Pf.

TRANSLATION: "See"-sickness of a Camera caused by the owner, an all-too confident amateur, who swore by all the powers that he would never read that excellent Ullstein Book "Think before you Snap!" And yet it only costs 75 pfennigs.



Phot. Ruge

## Auf solchem Fuße

leben nur Modelle von Fotoamateuren, die das bekannte Ullstein-Sonderheft „Knipsen — aber mit Verstand“ nicht gelesen und beherrscht haben! Dort findet man auf Seite 15, wie sich die Kamera zu menschlichen Objekten verhalten muß, wenn perspektivische Verzerrungen vermieden werden sollen! „Knipsen — aber mit Verstand“ sollte jeder Fotoliebhaber lesen! Das Heft ist überall für 1 M 25 zu haben.

- TRANSLATION: On such a large footing you only find established the victims of amateur photographers who have never read and mastered the famous Ullstein Book "Think before you Snap!" On p. 15, the book explains how to get the human figure in focus and prevent perspective distortions. Every amateur photographer should read. "Think before you Snap!" Can be had anywhere for Mark 1.25.

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