



ATELIER
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complete and full-toned pictorial effects of a most convincing description, without the breaking up of the picture into screen-process dots which is otherwise such a disturbing feature. These polychrome prints with their beautiful colours, which, otherwise, require no further explanation, also clearly demonstrate that there are far more valuable practical possibilities inherent in colour photography than is generally assumed. Although advertising is the field where it will at first perform the most important functions and have most prospects of success, yet, owing to its