



LEHMANN-TOVOTE

WERBEAUFNAHMEN

ADVERTISING PHOTOGRAPHS

There is a kind of photography which differs considerably from what may be termed "pure" photography. A glance at some excellent examples of the latter from the Lehmann-Tovote Studio will immediately reveal the striking contrast between the two types. In the one case a technical trick does the thing, and produces amazingly strong lights; then again, some objects lend themselves more than others to cheap effects. Pure photography has nothing in common with such a process. Its results are based on careful reflection, on a more mature, more restrained manner

