

Where Beauty Leaves Off

I. William Walling Jr.



1. IT'S AN ART, so expert that its mechanics pass almost unnoticed in its products, that presents the darlings of the movies in photographs too alluring for the newspapers to pass up; and Hollywood calls the artist a "still man." Exhibit A in this page of pictures by William Walling Jr.: Carole Lombard "at play" in a photograph so casual that it might pass for one of those "candid camera" shots.



2. HOWDY! Rochelle Hudson in a pose of easy nonchalance that bespeaks the genius of the still man. (The still man—perhaps you know—is a photographer who operates an ordinary camera instead of one who actually shoots the movies.)



3. THE INGENUE—A meltingly lovely study of Ida Lupino reminiscent of conventionalized photography for the "legit," but executed with virtuosity by Hollywood talent.



4. DIETRICH THE MAGNIFICENT—All her exotic glamor is her own, naturally; yet the lights and shadows and posing employed by the craft of men like Walling are vital in projecting it photographically.



5. VISUAL POETRY in the use of line and curve and form, one of the secrets of Walling's artful posing, gives intriguing atmosphere to a dramatic likeness of Gertrude Michael.



7. THE FASHION PHOTO—Grace Bradley in a publicity picture dually designed to present her garments and herself attractively. One may wonder whether Walling, from his tutoring in photoplaying technique, unconsciously derived the knack for dramatizing people.



6. THE STILL MAN (at right): William Walling Jr. He is a born photographer who broke into the movies, once as Janet Gaynor's leading man, and then deserted them to return to his first love, the camera.