## Where Beauty Leaves Off

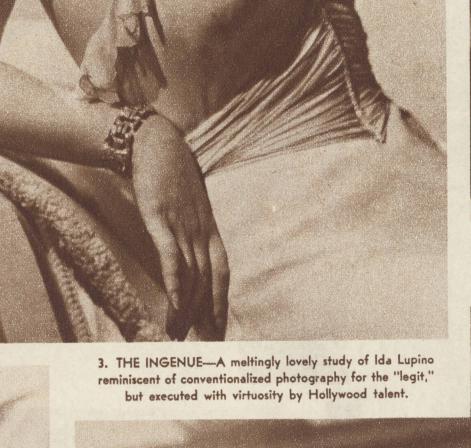
I. William Walling Jr.



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.)



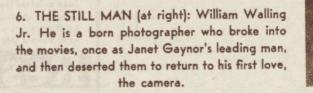
4. DIETRICH THE MAGNIFICENT-All her exotic glamor is her own, naturally; yet the lights and shadows and posing employed by the craft of men like Walling are vital in projecting it photo-





secrets of Walling's artful posing, gives intriguing atmosphere to a dramatic likeness of Gertrude Michael.

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.





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.