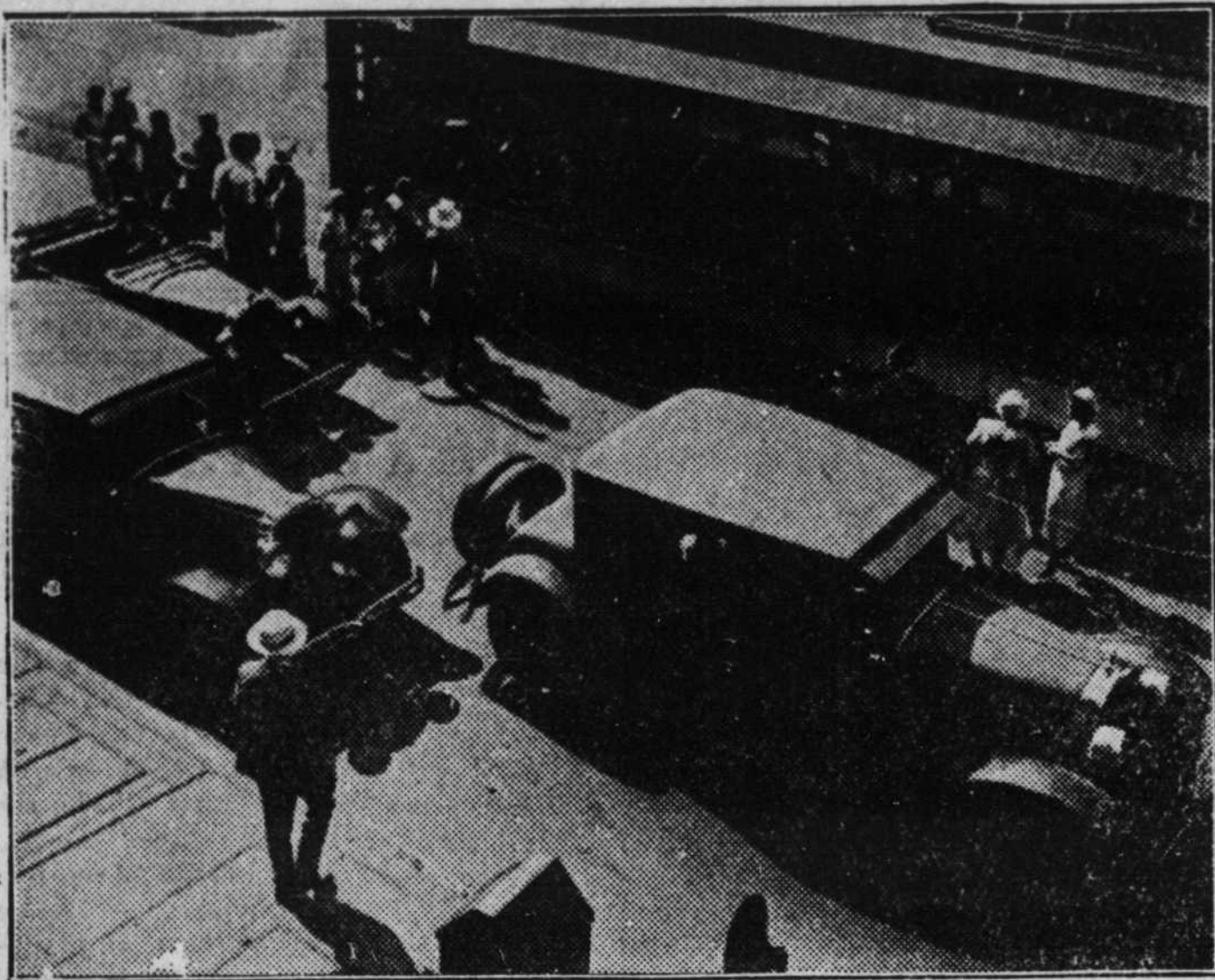


The SNAPSHOT GUILD

BE A PHOTO HISTORIAN



The story of our times is being told for the next generation by amateur photographers who take and preserve simple scenes of present-day life, such as this.

DID it ever occur to you that as the owner of an amateur camera you are blessed with the means of making a valuable and truly significant record of the times in which you live? Magazine, newspaper, news-reel and other professional photographers are doing just that every day and a vast store of pictorial history is accumulating.

Thanks to the progress and spread of photography our descendants are going to know much more about the way we lived and acted than we know of the way our great-grandfathers did. Through these millions of photographs of life and action now being taken our descendants will possess visual evidence of the things we did, how we dressed, how life went on in city and country. Contrast the advantage they will have over this generation which has to rely upon the descriptions of writers and the work of artists for its understanding of life prior to the introduction of photography scarcely more than two generations ago. However accurate the work of writers and artists may be, it cannot equal the reality and truthfulness of photography.

We amateur photographers, now millions strong in every country, are also making a tremendous contribution to this photographic record of our time. Few of us, however, are doing it by design. Most of us take pictures for the present amusement of ourselves, families and friends with not so much thought to their value and interest to our children's children. Too few of us take pains to preserve the pictures we take.

Well, what do you say to the idea

of becoming a photographic historian for the benefit of your own posterity? This you can do effectively even on a small scale. It simply means making a collection of pictures, taken by yourself, best representing the life, customs, dress and activities of the present day and placing them in a special album to keep and hand down as a family possession. Some of these pictures will seem commonplace now but as interesting and valuable forty or fifty years hence as those of the "gay nineties" are to us.

Select subjects which in your judgment are most typical of the current scene. Certainly you should not neglect to include your own home life, street scenes and other views about your changing city, the homes of the rich and the homes of the poor, life in the country and present types of automobiles, airplanes, railroad trains and other things in general use which today spell modern life and tomorrow will be obsolete.

You should not fail to include off-guard snapshots of people doing things illustrative of common life—what the artists call *genre* pictures. Make your camera your companion especially in traveling and be ready for these. For example, a shot out of your car window of a scene on the platform of a railroad station may seem ordinary enough today but it is a sample of common life. Years hence this picture will be a curiosity. The modern scene is constantly changing. There is no other medium than photography which can show so truly after a lapse of years what these changes have been.

John van Guilder.

Senator George says that the Supreme Court proposal is not in keeping with the Democratic platform of 1936. Wonder if he remembers what happened to the Democratic platform of 1932?

A newspaper editor is something like a preacher. He can go along doing pretty well for months and nobody pays any attention to him. But if he makes one mistake—then he gets plenty of criticism.

It is said there are only ten kings and one queen, with any authority, left in Europe. This of course is in addition to the eight in a pack of playing cards.

When carrying out his beheadings, Germany's professional executioner is required to wear sombre formal dress, probably a cutaway. —Boston Transcript.

Vote for

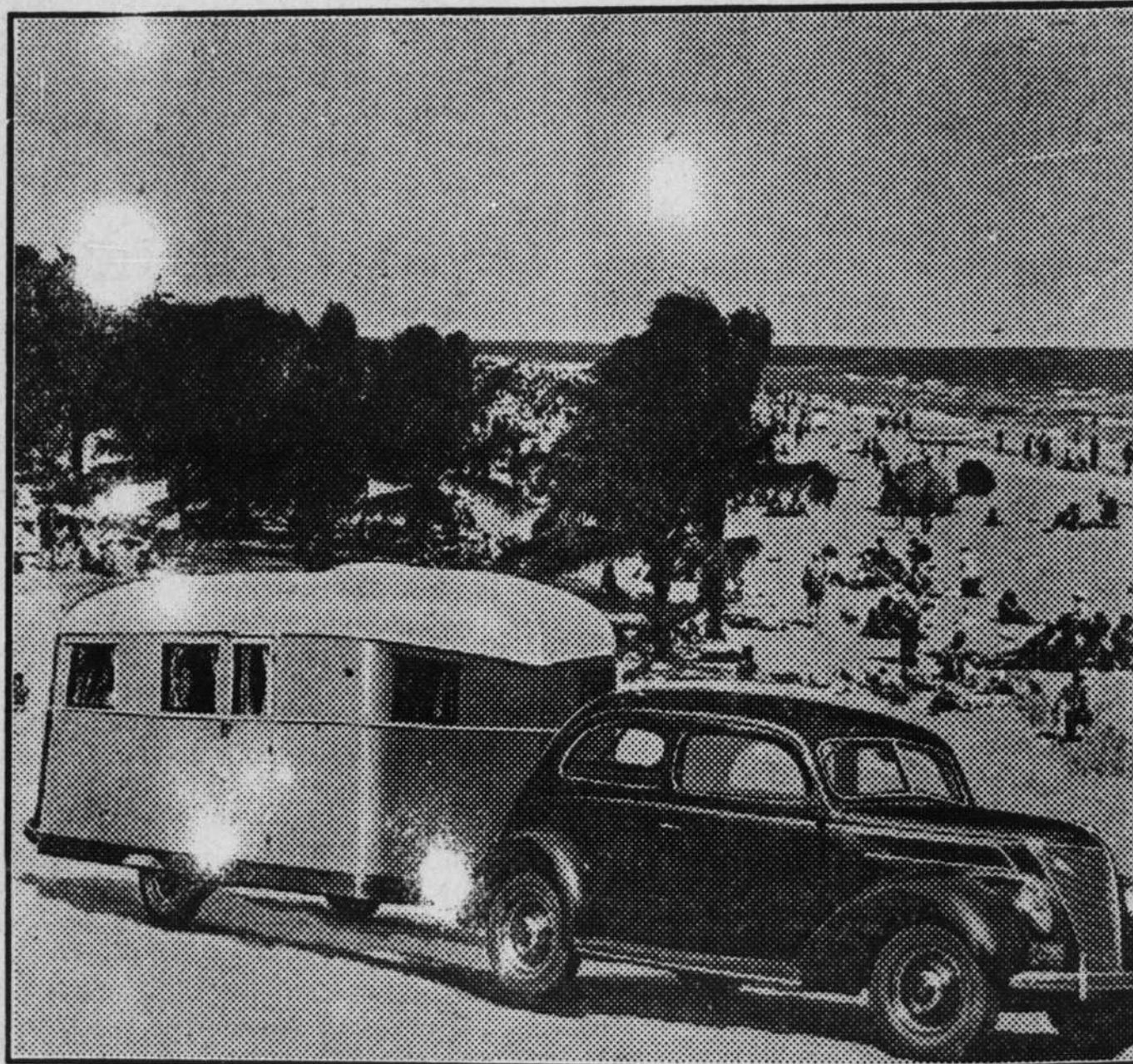
THOMAS M. CARROLL

(Incumbent)

For Municipal Judge OF CITY OF LAS VEGAS, NEVADA

Election May 4, 1937

Do You Want a Trailer Vacation?



ENGULFED in a wave of trailer popularity, the American public finds an answer to its wishes in the 25 complete trailer outfits offered as prizes by the current Camay contest. Each award consists not only of a new Covered Wagon trailer, but also of a 1937 Ford V-8 to pull it and 1,000 gallons of Sinclair H-C Gasoline to solve the fueling problem for about a year.

Completely equipped and ready for use, the trailer outfits consist of a 1937 Ford V-8 Tudor sedan, 85 horsepower, to provide the motive power for the 19-foot 1937 De Luxe Model Covered Wagon, a well furnished interior supplied with nation-

ally advertised accessories, including silverware, towel bed linen, blankets, cooking utensils, china and electric bulbs. The 25 prizes of complete trailer outfits are supplemented by 300 cash awards.

Simple and clear, the requirements of the contest ask only that each entrant write 25 words on "Why I Like Camay Better Than Any Other Beauty Soap" and mail with three Camay wrappers, or facsimiles to Camay, Box 668, Cincinnati, Ohio. The 25 major prize winners will be announced on the Camay Radio Program, "Pepper Young's Family," the week of June 21st. The contest ends May 1st.