

# Have Your Portrait Made During "Photograph Week" 

## October 24th to 30th

More than anyone else, the portrait photographer contributes to the family loyalty and family spint of che nation.

The young people go away to seek their fortuntes in distant cities. Marriage often separates children from their parents. Business ambitions carry members of families thousands of miles from home.

The exchange of photographs is a happy way of keep ing alive and fresh one's mental picture of distant loved ones. It is a form of family "cernent"-it keeps alive the ones. It is a form of family cement
most sacred sentiment and affection.

While parents spend their declining years in lone someness and isolation they not only long for the sight of their children, but hope also for a peep at their grandchildren as well.

Proud they are to possess photographs of "my sen" baby" or "my daughter's baby.

In much the same way, the exchange of pholographs binds together the friends one makes on life's highwayfriends once so intimate that they shared in the intimacies of your family circle.

Greeting cards or gifts, sent at Christmas on on New Year's Day, help to keep alive such friendships. But yout friends may themselves buy any gifts you may purchase for them-except your portrait.

For this reason, your photograph is the ideal gift to either relatives or close friends. Nothing else is so appropriate, so desirable, so eagerly received

And when tragedy stalks in the family, when death comes, when members of the family are mysteriously missing, when photographic identification is required photographs are exceedingly useful

Newspapers demand photographs when you become prominent in social or club activities, when weddings occur.

Those who are growing old like to possess photo graphs of themselves as they appeared in the first flush of youth.

These are some of the points which portrait photog raphers wish brought to the attention of the public, particularly during "Photograph Week

To postpone having one's portrait made is to make certain your future regret. The picture of yourself, as Tou are today, cannot be made tomorrow or next year. forever if it is not made today.

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