

Grant Heilman Has New Studio; Plans Open House

If you are driving through Lancaster County and see a man on top of a ladder that is fixed on top of a station wagon it may be one of the world's leading agricultural photographers — Grant Heilman — at work. Many times farm machinery working in the field, rows of corn or cabbage or the application of fertilizers or pest controls require a camera position above ground level so in these situations, the ladder becomes an important piece of the photographer's equipment.

Since 1952 Heilman has limited his photography work to Agriculture and the Natural Sciences. His business kept expanding at his home near Lititz and finally this year, it became necessary to build a special place for it. Now it is complete, all 6,000 square feet of ultra-modern office, filing, photography, and dark room space located on West Lincoln Avenue, Lititz.

Open House

And to accommodate his many local farm and community friends who would like to visit his new facilities, Heilman has announced an open house for Saturday, November 22 from 2 to 5 p.m. Everyone is welcome. You'll see beautiful photographs — the kind for which Heilman is noted, and the darkrooms and equipment that is used to produce them.

Grant is known world wide and his pictures are sold in all

parts of the United States and in Canada and Western Europe through a chain of clients which include magazines, advertisers, encyclopedias and textbook publishers. Unlike most photographers, however, Heilman says, "I do not work on assignments. I just don't like assignments. I feel it means producing pictures to fit preconceived ideas and frequently results in second rate photography."

And one of the reasons Heilman and his organization has been so successful is because they can give a client a good, honest idea of the quality of the photograph they have to offer, even over the telephone. And time and again, clients who know nothing about agriculture rely on Heilman and his staff to supply technical information for cutlines under their pictures.

Heilman describes his method. (Continued on Page 27)



ULTRA-MODERN FACILITIES are featured at Grant Heilman's new studio in Lititz. An open house is to be held Sat. afternoon, November 22 from 2 to 5 p.m. Heilman is seated nearest the camera and members of his staff are (left to right) Barry Runk, Mrs. George Stoyanovitch and Miss Jeanne Thompson. In the smaller photograph John Hornberger is working in the new special photography area in the new building.

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