



Stapellauf  
des Dampfers  
„Vaterland“

Launching of  
the steamer  
“Fatherland“

Holzschritt  
Wood-Cut

# JASMER

THERE was once a time when everybody could make wood-cuts. They took a knife, scratched wildly around for a time on a block of wood and the wood-cut was finished —one might almost say, already sold. This period (about from 1918 to 1924) is definitely at an end. The man who intends to live by making wood-cuts to-day must be able to do really good work. Schultze-Jasmer is a wood-cutter by Divine right. Wood-cutting is the art of leaving out. It is the wood which the artist does not cut out of the block that makes the picture. It is not especially necessary to point out that anyone who makes such wood-cuts and such commercial designs must be an excellent draughtsman, a man who has all the complicate dengines of graphic art thoroughly under his command. Readers of “Advertising Art” are well aware of that. Besides, the work speaks for itself, and sings the praises of its master. Transl. by E. T. S.



**DER  
BUCHERKREIS**

- Eine Mark monatlich
- Jährlich vier Bücher
- 12 illustr. Zeitschriften
- Kein Eintrittsgeld
- Keine Nebengebühren
- Prämie: Ein 3 M.-Bd. für 1 M.
- Eintritt zu jeder Zeit
- Freie Wahl der Bände

Marke von Karl Schulpig

Prospekt / Folder

Signets / Signete

