



J. U. ENGELHARD

new to Germany. Most of our graphic artists regard the demands of publicity rather from the standpoint of the art craftsman. They have had too little training in drawing to be fitting interpreters of feminine beauty and on the other hand they are always inclined to sneer at drawings of beautiful women and regard them as trashy and unworthy of an artist. To be sure there is always a danger of gliding into the sweetly sentimental. Therefore it is safer to leave this territory to the photographer. The average photographer, however, even when he has the very best sitters at command, can never produce pictures that catch the eye and hold the memory as a good advertisement must do.

One of the first artists to take woman as the main motive of his pictures was J. U. Engelhard. His name became known immediately subsequent to the war, and at that time he was strongly under

