

HUBER

A MERRY-HEARTED ARTIST

It certainly needs a certain amount of courage in these days to create art full of such simple and uncomplicated humor as that of Emmerich Huber. All know-alls must at first be against him, the people who arrange everything according to strict principles and over this formalism get completely out of touch with real life. The simple merriment of Huber's pictures may seem old-fashioned to the know-alls in such a snobbish period as the present. But these pictures are not in the least old-fashioned. Their success alone proves it. Quite apart from the virtuosity of the drawing, Huber lays the main stress upon the content, upon the story the pictures have to tell. He displays tremendous richness of imagination and never pads out. Every figure and every bit of landscape is in action and infused with life. Everything has its particular function to fulfil. There is not a line which has not its part in effectively supporting the main idea. Particularly typical examples of this are the advertisements for Parlophone and for Rotbart Extra on pages 8 and 9. These advertisements appeared in the humorous weekly "Ulk" and their content is adapted to the humorous nature of the magazine.

It is scarcely necessary to add that Huber invents all his advertisements himself from A to Z. An especially valuable point in his designs from an advertising aspect is their absolute freedom from bitterness. There is never anything that can wound, and even when he turns to mockery it is done in such a pleasant way that the subject of the joke is bound to enjoy the fun. It is a real pleasure to me to find room for the work of an artist who can really be merry in these days when the burden of such weighty problems is weighing on all our shoulders.

Translated by E. T. Scheffauer



Carton:
This week's
Disappointment
Courtesy to the "Ulk"
(Rud. Masse Verlag)

Die Enttäuschung der Woche

