

GÜNTHER SCHULZ THE ADVERTISEMENT ILLUSTRATOR

An advertisement illustrator must be able to draw everything correctly and suggestively. That is the first prerequisite. If there is a certain lack in this respect, his career, even if he is lucky, will sooner or later be held up by insuperable obstacles. The convenient way of escaping from difficulties by saying "That is not in my line" is a shaky emergency bridge that should only be used in very rare exceptional cases. Günther Schulz has passed through the hard school of lithographic craftsmanship. For an artistic temperament this school is not without its dangers; those not very capable of resistance are defeated, but the stronger emerge from the test strengthened and better armed. The lithographic trade has produced a large number of famous artists. What one learns as an artist in this profession—if one does not get stuck in it—is understanding for graphic technique, clean work, and adaptability for practical tasks. That is both much

Illustration: Kunstaussstellung

Illustration: Art Exhibition

