

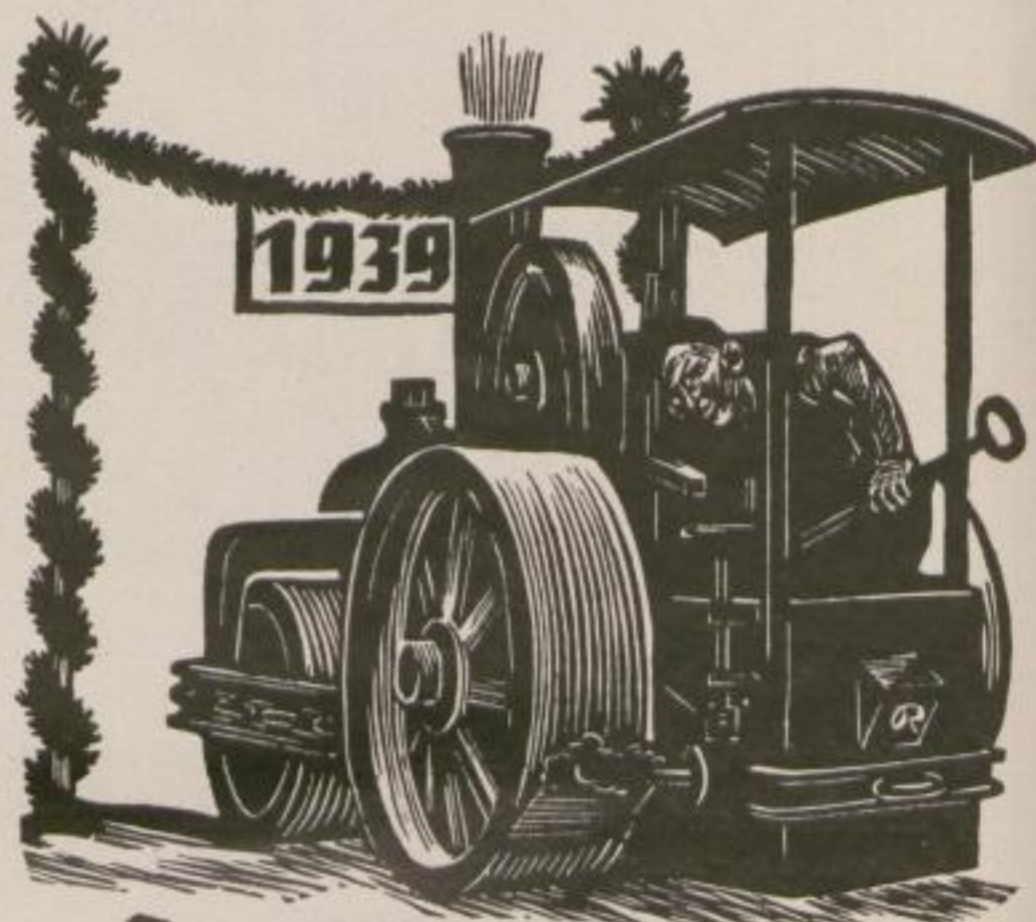


Zeitungskopf

Title of a Newspaper

Witzinger Zeitung 1940

is characterised by a healthy humour, sunniness and now and then delightful suggestions of baroque gaiety just like the architecture and landscape of his own native town. "Laughing wood" is the name he aptly gave to a few issues of his woodcuts. And the wood does laugh; for the effects the artist achieves actually emanate from the peculiar character and texture of the material. Rother's woodcuts are vigorous compositions and essentially German. Cheerful, thoughtful and yet full of sentiment they resemble the works of another Franconian Rudolf Schiestl who died prematurely. Rother, however, has another quality that justifies his ranking beside the most talented advertising artists of the day. He is a man of vision with a vivid imagination and ideas of amazing multiformity in rich abundance. Actually Rother is a sculptor by profession. He was nearly forty when in 1929 he turned his attention to graphic art. In a very short time he had a large circle of admirers. Indeed it would appear that hardly a family event could take place in the well-to-do circles of his native town without Rother's assistance in advertising it. The number of New Year greetings he executed was very considerable. He designed these seasonable cards for printing houses, manufacturers of household linen, sanatoria, cabinet-makers and other tradespeople who wished



**Das alte Jahr ist nun zu Ende.
Jetzt nimm kurze Zeit und wende
Den Blick nach rückwärts und genieße,
Was dir gelang! Vergiß das Mißge!
Dann trinke einen kräftigen Schluck,
Die Himmel temple auf, und spruch:
In beide Hände! Du wirst seh'n:
Das neue Jahr wird wunderbar!**

Profit Neujahr 1939!

W. u. J. Scheid, Simburg a. d. L.