

Since Beddington regards it as an advantage (this is no empty phrase) to work with artists, discussions never arise which begin with the familiar words: „Couldn't we put in this or that just here.“ Instead, young, talented artists are called into collaboration, for instance, Constanduros, not yet twenty years of age, whose work had not yet been shown at any exhibition. Thus a collection has come into being, the value and richness of which is conditioned by the variety of temperament which has had an opportunity to work itself out at will. It runs the whole gamut from the lyric lightness of Gardiner, Duplessis, Constanduros, by way of Armstrong, Sutherland, Dobson to the impressive forthrightness of that poet of the posters, McKnight Kauffer.

Just as important is the frame chosen to surround the advertisements. Each of these amusing and unusual ads. must look as much at home in the refined and quiet atmosphere of the venerable (yet by no means reactionary) Times as in the bright and

Maler GRAHAM SUTHERLAND Artist

Foto: PETER NORTH

Inserat Advertisement

(Leute, die wir nicht beliefern:
Der begeisterte Anwerfer)

