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G. DOWLING LONDON

Henry G. Dowling is a man of many interests and many talents. As these designs show, he is an original artist of no mean order; but he is also a full-time business man, advertising manager, decorative adviser, member of half a dozen leading art associations, founder and leading spirit of the Association of Artists in Commerce, and an accepted authority on decoration, industrial art, display and publicity.

Although he has the greatest faith in the future of his own country—he was a prime mover in the Exhibition of British Art in Industry in 1935—he has a cosmopolitan mind, broadened by much travel, and is never tired of inspiring the young artist and decorator by holding up to him good examples of design and display in other countries. An author himself, with the fine "Survey of British Industrial Arts" to his credit, he somehow finds time to deliver many a speech eloquent of keen thinking and clarity of expression. He is a sharp opponent of the shoddy and the make-believe in art. "The modern artist who worked by short cuts and did not learn to draw has been found out" he says. "We all need, as business men, to be design-conscious—" that was the advertising manager's voice.

Let the artist have the last word: "Good decoration is probably the ultimate and satisfying outward expression of the art of living."

Ethel Talbot Scheffauer.