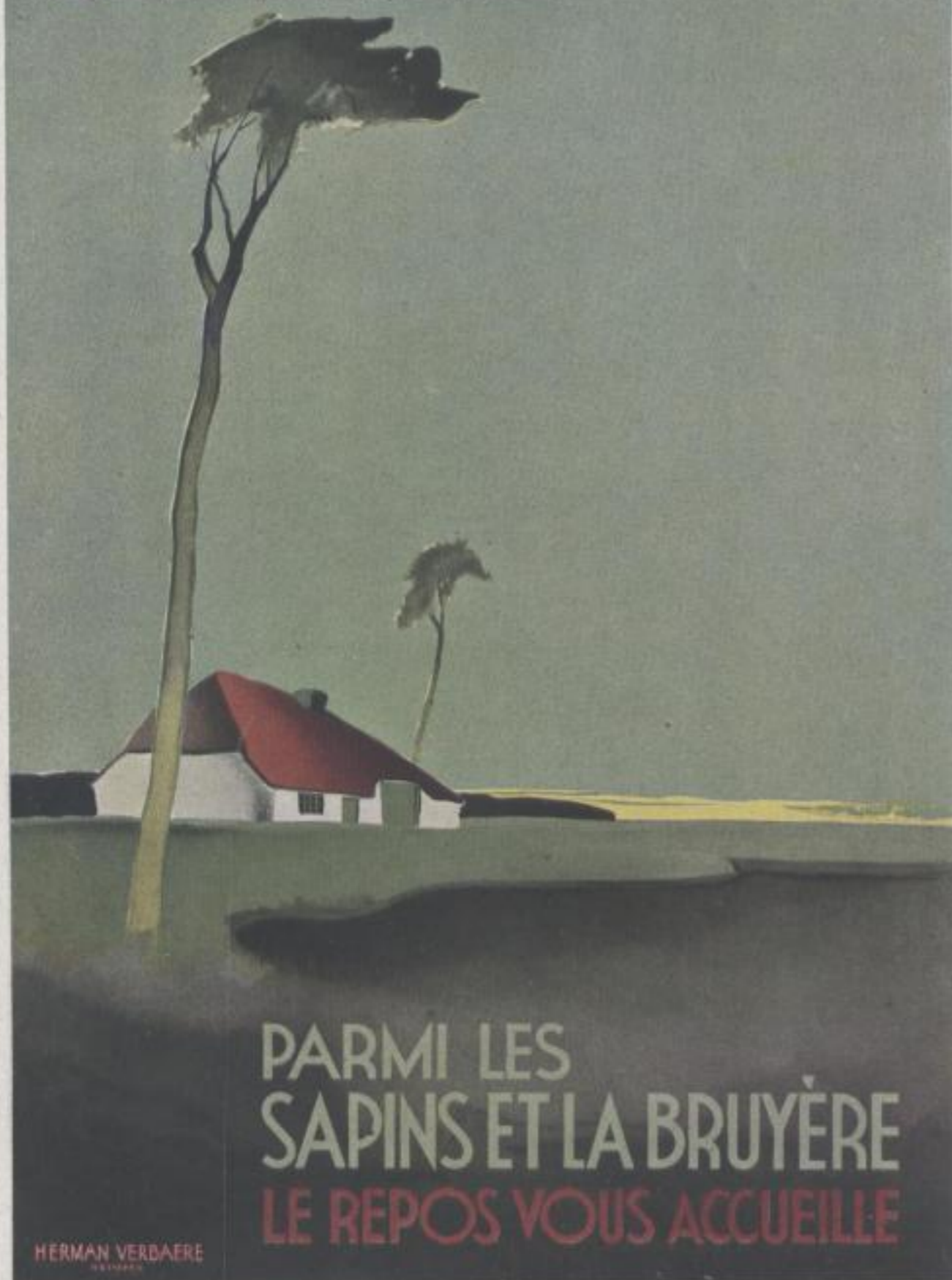


DANS LA CAMPINE



PLAKATE POSTERS

he has built a beautiful home and spends much time in discovering new beauties in the Belgian countryside to transfer to his canvas. The charm of Verbaere's work as a publicity medium is that there is nothing artificial and "highbrow" about it. Everything he depicts is so delightfully natural since it is the truthful reproduction of his artist's vision. Never, however, can Verbaere be accused of banality for although the purely artistic appeals more to him, he never forgets the purpose of his publicity work. He has the gift of finding in a landscape or a building just those very points which go to make successful posters. He selects them wisely and leaves them to produce their own effect.

Translated by Flora Salmond-Volkmann