use of text in the building-up of his designs. Remarkable excellence of space arrangement is a characteristic feature of his work. His coloring is extremely brilliant without dazzling the eye. The objectivity of his method of composition is very clearly demonstrated in his posters for Deprez and Bonna, manufacturers who specialize in electrical fittings for automobiles. His poster for the Marseilles fair is built up in two groups: the ships, symbolizing the harbour and Mercury, symbol of commerce. Other posters are rather color symphonies than compositions complete in themselves, for example his poster for the Tabacregie, which is

really a symphony in yellow and orange. In his poster for the Maison Dorée, blue and gold combine with white to form a most

charming harmony, the effect of which is enhanced by the graceful movements of the figures: One of his latest designs is a poster for coal. The background in yellow and green imparts an atmosphere of warmth and cleanliness to such simple objects as a coal-scuttle and shovel. Besides his special field of poster design Pérot has also done newspaper advertisements and book illustrations as well as book-covers for popular editions and novels.

Trans. by E.T. Scheffauer

JOUS AUX COULEURS D'ÉNERCS





ENERGOL STIGT DES HUILES DE PETROLE 21 RUE DE LA BIENFAISANCE - PARIS



UN REMEDE NA PAS DE PRIX

Discaterios-vous la pris d'un médicament pour un molecto qui vous est aber ? Si le muteur de vetre voitare n'est pes "un matade", s'est molpre test un organisme délical qu'il convincé de estguer dans la criente de le voutambre matade.

No marchandez dunc pas le pris d'une bones haite pour votre euleur. Choitisses EMERGOL et lenez-sous en à EMERGOL, l'Isuite qui mointest le mateur en l'honne faren!"

STG" DES HUILES DE PETROLE
21. RUE DE LA BIENFAISANCE - PARIS

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Plakat Poster

R O G E R P É R O T