



Plakat für die Marokko-Tabak-Regie
Poster for the "Cigarettes Favorites"

DEROUE T

are moderately apparent, without adversely affecting the advertising quality, which is always very strong and definite. Among the examples which are being shown in this publication, the two posters for the "Loterie Nationale" are especially noteworthy. In a severely conventionalized representation and with the simplest of means they portray most vividly the naive joy of the man who has just won the first prize. In both posters the position is exactly the same, except for a few changes in the figure. In the posters "Arts Ménagers", "Auberge de France" and "Cigarettes Favorites" this note of gaiety appears again. Two further posters for a sixday race show most clearly Derouet's wealth of ideas and imagination, especially if one bears in mind how often this subject

has already been treated. Finally it is important to show this artist from a different aspect, that is, as a creator of a kind of trade mark for the display of goods. Two such trade marks of white marble for a butcher are typical of the endeavour to arrive at an amusing stylization which is characteristic of all Derouet's work. In this respect he has already done a great deal of work which demonstrates his ability to make advertising in the highest degree convincing. The choice of his draft for a poster for the 3rd International Advertising Convention in Paris proves that the merits of the young artist have been widely recognized in advertising circles in France. If the career of the young publicity artist begins so favourably, still greater success may be expected in the future.

Translated by James Caswell

Poster for a sixday race

