

THE MUSEUM OF MODERN ART
NEW YORK 19

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

October 7, 1946

TO City Editor
Art Editor
Education Editor

Dear Sir:

You are invited to come or send a representative to

Press Preview of
ON BEING A CARTOONIST

Tuesday, October 15
2 to 6 P.M.

in the Young People's Gallery
The Museum of Modern Art
11 West 53 Street

The exhibition will open to the public Wednesday, October 16,
and will remain on view through November 24.

For further information please telephone me at Circle 5-8900.

Sincerely yours,

Sarah Newmeyer
Sarah Newmeyer
Publicity Director

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FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART OPENS CARTOON EXHIBITION IN YOUNG PEOPLE'S GALLERY

As the court jester of old frequently barbed his comic utterances with the sting of truth, so the cartoonist of today and yesterday has used his art more to point a moral than to adorn a tale. Unbelievable as it may seem in this day of comic strips, comic books and comic film shorts, where the drawings are little more than narrative illustration, the cartoonist still employs his art as a vigorous weapon of truth. The power of a cartoon as the vehicle for an idea is shown in an exhibition On Being a Cartoonist which the Museum of Modern Art, 11 West 53 Street, opens today (October 16) in its Young People's Gallery.

The object of the exhibition is to show the aspiring young cartoonist the rich and varied fruits of imagination as exemplified by the greatest and most powerful cartoonists of the past and present: Cranach, Breughel, Hogarth, Goya, Daumier, Tenniel, Posada, Rowlandson, Gorinski, Bemelmans, Gropper, Grosz, Kukryniksi, Low and Picasso. The exhibition, prepared by the Museum's Department of Circulating Exhibitions for the Educational Program, consists of 90 cartoons mounted on a series of 21 panels. It is designed to give young people not so much an historical survey but to point out the essentials of good cartooning and the dangers of imitation. The stress is on the latter point, much needed today when so many children become expert portraitists of Donald Duck and slavishly copy the daily doings of "Terry and the Pirates," the exploits of "Superman" and the homespun antics of "L'il Abner."

The earliest cartoon shown is a reproduction of an Egyptian papyrus painting, c. 1,000 B.C. and there is one of a drawing by Leonardo da Vinci, 1510. The latest is a cartoon made expressly for the exhibition by its director, Robert C. Osborn, implying that the instinct to caricature is older than Neanderthal man. Mr. Osborn, recently a Lieutenant-Commander in the Navy, is the artist responsible for the U. S. Navy Training Program series of cartoons of Dilbert, the rookie pilot who by always doing the wrong things taught student pilots how to avoid them and do the right thing. Since his discharge from the Navy, Mr. Osborn's cartoons have been published in Harper's, Fortune, New Republic and other magazines; he also illustrated a recent Museum of Modern Art book entitled If You Want to Build a House.

The exhibition will go on a country-wide tour of other museums, colleges and schools after it closes at the Museum on November 24.