

# **POSTERS**

**BY**

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**WITH NOTES BY E. McKNIGHT KAUFFER**

**AND A FOREWORD BY ALDOUS HUXLEY**

**NEW YORK**

**THE MUSEUM OF MODERN ART**

**1 9 3 7**

## CATALOG OF THE EXHIBITION

1. Derry and Toms, 1917 ✓
- \*2. The Early Bird (for the *Daily Herald*), 1918 ✓
3. The London Group, 1918 ✓
4. Winter Sale at Derry and Toms, 1919 ✓
5. Summer Sale at Derry and Toms, 1919 ✓
6. Vigil, the Pure Silk, 1919 ✓
7. Shop Between 10 and 4 (London Underground), 1921 ✓
8. Winter Sales (London Underground), 1921 ✓
9. London Museum of Practical Geology, 1921
10. London History at the London Museum, 1922
11. "The Rocket" (Museum of Science), 1922 ✓
12. The Vindictive Howitzer (Imperial War Museum), 1924 ✓
13. Near Waltham Cross by Tram, 1924
14. Bushey Park by Tram, 1924 ✓
15. Hadley Wood by Tram, 1924 (?) ✓
16. Eno's Fruit Salts, 1924 ✓
- \*17. Winter Sales (London Underground), 1924 ✓
18. Whitsuntide Pleasures (London Underground), 1925 ✓
19. The Wallace Collection, 1925 ✓
20. The Indian Museum, 1925 ✓
21. The London Group, 1925 ✓
22. The Labour Woman, 1925 ✓
23. The Flea (Natural History Museum), 1926 ✓
24. Socrates at the British Museum (London Underground), 1926 ✓
25. The Lodger, *original gouache*, 1926 ✓
26. Metropolis, *original gouache*, c. 1926 ✓
27. Eastman & Son, 1926 ✓
28. Eastman & Son, 1927 ✓
29. From Winter's Gloom to Summer's Joy (London Underground), 1927 ✓
- \*30. Exhibition of Native Art from British Columbia (Imperial Institute), 1929 ✓
31. For All Theatres Travel Underground (London Underground), 1930 ✓
32. Shop Between 10 and 4 (London Underground), 1930 ✓
33. For Pull Use Summer Shell, 1930 ✓
34. You Can Be Sure of Shell, 1931 ✓  
34A
35. Faraday Centenary Exhibition, 1931 ✓
36. Power: The Nerve Center of London's Underground, 1931
37. Piccadilly Extension Opening (London Underground), 1932 ✓

- \*38. By the rushy-fringed bank, / Where grows the willow and the osier dank. Milton. (London Underground), 1932 ✓
- 39. A pillar'd shade / High over-arch'd, and echoing walks between. Milton. (London Underground), 1932
- 40. Great Western to Cornwall, No. 14, 1932 ✓
- \*41. Great Western to Cornwall. No. 15, 1932 ✓
- 42. Great Western to Devonshire, 1932 ✓
- \*43. Great Western to Devon's Moors, 1932 ✓
- 44. Bodiam Castle: "Wherever you go you can be sure of Shell," 1932 ✓
- 45. Stonehenge: "See Britain first on Shell," c. 1932 ✓
- 46. Ask for B. P. Not Just Ethyl (Shell), 1933 ✓
- 47. B. P. Ethyl Controls Horsepower (Shell), 1933 ✓
- 48. Merchants Prefer Shell, 1933 ✓
- \*49. Actors Prefer Shell, 1933 ✓
- 50. Gilbey's Invalid Port, 1933 ✓
- \*51. Quickest by Air Mail, 1933 ✓
- 52. Whitsuntide Holidays (London Underground), 1933 ✓
- 53. Explorers Prefer Shell, 1934 ✓
- 54. Magicians Prefer Shell, 1934 ✓
- 55. 7 Day Seasons (Great Western Railway), 1934 ✓
- 56. Orient Line to Australia, 1934 ✓
- \*57. Come on the Telephone, 1934 ✓
- \*58. Come on the Telephone, 1934 ✓
- 59. Contact with the World. Use the Telephone, 1934 ✓
- 60. Regent Exhibition. Dorland Hall, 1934 ✓
- \*61. Westminster from the Thames (London Transport), 1934 ✓
- 62. Buckingham Palace (London Transport), 1934 ✓
- 63. The Tower of London (London Transport), 1934 ✓
- 64. Westminster Abbey (London Transport), 1934
- 65. Publicity Pays (London Transport), 1934 ✓
- 66. Train Yourself to Better Work (London Transport), 1935 ✓
- \*67. Treat Yourself to Better Play (London Transport), 1935 ✓
- 68. London County Council Evening Classes (London Transport), 1935 ✓
- 69. The New Gas Fires (Gas Light and Coke Company), 1935 ✓
- 70. Quickest Way by Air Mail, 1935 ✓
- 71. Special Areas Exhibition (London Transport), 1936 ✓
- 72. See the model of the new building: Earl's Court (London Transport), 1936 ✓



## UNDATED POSTERS

- 73. Group X ✓
- 74. Read "The Cricketer" (*Manchester Guardian*) ✓
- 75. Villiers Motor Cycles ✓
- 76. You Can Be Sure of Shell
- 77. Winter Shell on Sale Till Next May ✓
- 78. Recommended for Winter Double Shell Lubricating Oil ✓
- 79. Economize in Time, Temper, Petrol by Using Winter Shell ✓
- 80. Road Accidents ✓
- 81. Gilbey's Invalid Port ✓
- 82. Gilbey's Castle Port ✓
- 83. Gilbey's Spey Royal Scotch Whiskey ✓
- 84. Gilbey's Rubicon Australian Burgundy
- 85. Travel in Comfort (Imperial Airways) ✓