

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

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More than 300 posters from the 1880's, when a break with traditional styles began the development of the modern poster, to today's "psychedelic" manifestations are on view at The Museum of Modern Art from January 25 through March 10 in WORD AND IMAGE. This is the first comprehensive historical survey selected from the Museum's collection of over 2,000 posters and other printed material.

"The Museum's collection has not attempted to document social history," states Mildred Constantine, Associate Curator of Graphic Design and director of the show. "But because of the nature of the poster, the collection reflects the social, political and environmental events of the day, in addition to paralleling developments in the 20th century visual arts."

WORD AND IMAGE: Posters and Typography from the Graphic Design Collection of The Museum of Modern Art 1879-1967 is organized according to general stylistic periods: Art Nouveau, including rare examples by Beardsley, Mackintosh, Bonnard, Lautrec, Guimard and Mucha; Russian Constructivism, the German Bauhaus and de Stijl in The Netherlands in the 20's; the great posters of the French designer Cassandre in the 30's; war and political posters of the 1940's; travel, product advertising, films and sports announcements of the 50's; and the posters of the 1960's, including a selection of "psychedelic" work by Peter Max, Victor Moscoso and others. Some of these are shown under black light to reveal additional color combinations. A separate section is devoted to posters for art exhibitions by such well-known painters as Picasso, Braque and Miro.

"While in the past it was the painter whose work influenced graphic design," Miss Constantine continues, "today's posters, billboards and cartoons form such a large part of the visual environment that their elements-- both in style and subject-- are frequently used by painters." The exploration of form and technique in poster design has been encouraged by the development of mechanical typesetting devices,

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photography, silk screen, printing in multiple colors, new inks and new materials such as vinyls and metallic papers.

A.M. Cassandre's monumental Nicolas of 1935 dominates the section of the show devoted to the twenties and thirties. More than 13 by 15 feet, the poster anticipates today's "op" art but is also influenced by late Cubism. It has not been exhibited since 1936, and never before with its original printed frame.

The influence of Bauhaus architecture and industrial design, which emphasized structural characteristics, brought major changes to typographic design and its appearance on the printed page. The letter forms, which in the early decades of the 20th century were either hand-drawn or fat and bold characters, were to become, under Bauhaus influence, simple, sophisticated forms made up of arcs, angles, vertical and horizontal lines. Bauhaus letters were designed for clarity, and their forms were considered appropriate for mechanical printing.

The content of posters from 1936 to 1949 was largely shaped by world events, war, politics, propaganda. The social and information message often took precedence over aesthetics. Included here are Ben Shahn's poster for the CIO, For Full Employment after the War Register - Vote, Lester Beall's Slums Breed Crime, Milton Ackoff's Wipe Out Discrimination, and war posters such as Leo Lionni's Keep 'Em Rolling! and Jean Carlu's America's Answer! Production. Among the most striking examples from the 1950's is Hans Erni's Atomkrieg Nein (Atomic War No), depicting a mushroom cloud rising from a skull.

The 1960's have seen a poster revolution; posters are displayed everywhere: in public places and in students' rooms, in art galleries and in poster stores. Posters have been commissioned from leading artists by The Paris Review (Picasso, Warhol) and List Art Posters (Frank Stella's Lincoln Center Festival '67) and by some cities (Tomoko Miho's Great Architecture in Chicago) and states (Armin Hofmann's posters for Basel) as cultural expression. The stylistic circle has come around, for "psychedelic" poster designers such as Victor Moscoso, Peter Max and Wes Wilson in the

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United States and others in Britain draw upon Art Nouveau for their adventurous designs. However, the range of colors, the florescent and day-glo inks and mixed printing techniques belong exclusively to today.

WORD AND IMAGE is directed by Mildred Constantine and has been installed by Arthur Drexler, Director, Department of Architecture and Design. Key posters are mounted on boxes projecting from the walls at many levels in the central gallery, and a perimeter gallery around this core section supports and fills out the major trends for the visitor interested in studying particular periods in more depth.

A 36 by 10 foot life-size poster of a Grayhound bus, designed by Mason Williams from a photograph by Max Yavno, is installed in the corridor leading to the show. About twenty artists were invited to inscribe the title of the show and their signatures on the poster.

WORD AND IMAGE is the 35th exhibition of posters at the Museum since 1933, when an exhibition selected from a poster competition was presented. Beginning in 1964, a small selection from the Museum's collection has been continuously on view in the Philip L. Goodwin Galleries for Architecture and Design. Watch the Fords Go By, a large, striking poster of 1938 by Cassandre, will be on view there during the course of the WORD AND IMAGE exhibition.

From April 6 through June 15, 1968, WORD AND IMAGE will be shown at HemisFair '68 in San Antonio, Texas. The Museum commissioned the Japanese designer Tadanori Yokoo to design a poster for WORD AND IMAGE which is on sale at the Museum for \$5.00.

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Photographs and additional information available from Elizabeth Shaw, Director,  
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# The Museum of Modern Art

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## WORD AND IMAGE: Posters and Typography from the Graphic Design Collection of The Museum of Modern Art 1879-1967

January 25 - March 10, 1968

### WALL LABEL

Posters and other printed combinations of word and image have been collected by the Museum's Department of Architecture and Design since the 1930's. They are chosen for their intrinsic quality and for their significance in the history of modern graphic design. There have been 35 poster exhibitions at the Museum, but this selection of some 300 examples is the first comprehensive survey of the collection.

International in scope, the exhibition begins with work of the 1880's, marking a break with traditional graphic styles and the emergence of the modern poster. It continues with Art Nouveau, an interlude during which such painters as Bonnard and Toulouse-Lautrec designed posters themselves and profoundly influenced the graphic arts of their time. Subsequent movements in the arts--Expressionism, Constructivism, Cubism, Surrealism--have all contributed to the forms and even the content of twentieth century posters.

Bauhaus architecture and industrial design, with their emphasis on structure and geometry, brought major changes to typography and its appearance on the printed page. Letter forms became simple geometric configurations, considered appropriate for mechanical printing. Photography, new printing techniques, and new materials have also encouraged experiments with form and technique. In the past it was the painter who most often influenced graphic design but posters, billboards, and cartoons form such a large part of the environment that today elements of their style and subject matter are used by painters.

The poster collection is not meant to document history, but inevitably posters reflect the cultural and political events of their time. Their juxtaposition of word and image triggers an emotional response more immediate and yet more complex than either word or image alone could produce.

MILDRED CONSTANTINE

WORD AND IMAGE will be shown at HemisFair '68 in San Antonio, Texas.

WORD AND IMAGE: Posters and Typography from the Graphic Design Collection  
of The Museum of Modern Art 1879-1967

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POSTER CHECKLIST

- 103.68 ACKOFF, Milton (American, born 1915).  
Wipe Out Discrimination. 1949.  
Offset lithograph, 46 x 33 inches.  
Gift of the Congress of Industrial Organizations.
- 310.57 AICHER, Otl (German, born 1922)  
Die Unabhängigkeitsbewegung der Kolonialvölker  
Offset lithograph, 32 1/2 x 15 7/8 inches.  
Gift of the designer.
- AMBAZ, Emilio  
Geigy Graphics on exhibition April 1967.  
Silk screen with die cut, 15 1/2 x 15.  
Gift of the designer.
- 137.63 AMMIRATI, Ralph (American, born 1930, Art director;  
OSBORNE, Walter (American, born 1918), Photographer.  
Big Time at Belmont. 1962  
Offset lithograph, 45 x 59 inches.  
Gift of the New York Racing Association.
- 302.66 GIANAKOS, Cristos (American, born 1934).  
Send Our Boys Home. 1966.  
Offset lithograph, 12 1/4 x 17 inches.  
Gift of the designer.
- 106.68 Anderson, J. S. (American).  
Motorists Prefer Shell. 1935  
Offset lithograph, 30 x 44 3/4 inches.
- 107.68 ARTKO  
Acapulco Gold. 1967.  
Silk Screen, 35 x 23 inches.  
Gift of Joseph H. Heil
- BAKER, Carl. See ENGLEMAN, Michael.

- BARTH, Ruodi  
483.51 Zoologischer Garten Basel. 1947  
Offset lithograph, 49 5/8 x 34 3/4 inches.  
Gift of the Swiss Government.
- BAYER, Herbert (American, born Austria 1900).  
109.68 Kandinsky zum 60. Geburtstag. 1926  
Offset lithograph, 19 x 25 inches.  
Gift of Mr. and Mrs. Alfred H. Barr, Jr.
- 108.68 Architektur Lichtbilder Vortrag Professor Hans Poelzig. 1926  
Letterpress, 18 3/4 x 25 1/2 inches.  
Gift of Philip Johnson
- 364.50 Wie Wohnen? Die Wohnung Werkbund Ausstellung. 1927.  
Offset lithograph, 44 3/4 x 32 3/8 inches.  
Gift of Mr. and Mrs. Alfred Barr, Jr.
- 371.50 Ausstellung Europäisches Kunstgewerbe 1927 Leipzig. 1927  
Offset lithograph, 35 1/4 x 23 3/4 inches.  
Gift of Mr. and Mrs. Alfred H. Barr, Jr.
- 110.68 Our Allies Need Eggs. 1942?  
Silk screen, 20 1/4 x 30 inches.  
Gift of the Rural Electrification Administration.
- 339.60 Olivetti. 1953.  
Silk Screen, 27 1/2 x 19 1/2 inches.  
Gift of the designer.
- BEALL, Lester (American, born 1903).  
111.68 Slums Breed Crime. 1941. 1941  
Offset lithograph, 39 1/2 x 29 1/8 inches.  
Gift of the designer.
- BEARDSLEY, Aubrey (British, 1872-1898).  
112.68 A Comedy of Sighs! 1894.  
Lithograph and letterpress, 30 x 20 inches.  
Acquired by exchange.
- 711.59. Children's Books. 1894.  
Lithograph and letterpress, 30 x 20 inches.  
Phyllis B. Lambert Fund.
- Beggarstaff Brothers:  
PRYDE, James (Scottish, 1869-1941);  
NICHOLSON, William (British, 1872-1904).  
2253.67 Rowntree's Elect Cocoa. 1895.  
Lithograph, 38 x 28 5/8 inches.  
Gift of Mr. and Mrs. Arthur A. Cohen.



BERNHARD, Lucien (German, born 1883).  
 552.43 Das ist der Weg zum Frieden. 1914-1918.  
 Lithograph, 25 3/4 x 18 3/4 inches.  
 Gift of Peter Muller-Munk.

BEVACQUA, Art.  
 113.68 The American Dream. 1967.  
 Silk Screen, 35 x 23 inches.  
 Gift of Joseph H. Heil.

BILL, Max (Swiss, born 1908).  
 114.68 Negerkunst Prähistorische Felsbilder Sudafrikas. 1931.  
 Linoleumcut and letterpress, 49 7/8 x 34 3/4 inches.  
 Gift of the designer.

484.51 Dokumentation über Marcel Duchamp, Kunstgewerbemuseum, Zurich.  
 1960  
 Offset lithograph, 50 1/4 x 35 1/4 inches.  
 Gift of the Swiss Government.

143.52 Futurismo & Pittura Metafisica Kunsthaus Zürich, 1950.  
 Offset lithograph, 39 1/4 x 27 1/2 inches.  
 Gift of the Designer.

BINGLER, Manfred (German, born 1928).  
 924.65 Swissair Mediterranean. 1964.  
 Offset lithograph, 40 x 25 inches.  
 Gift of Swissair.

BONNARD, Pierre (French, 1867-1947).  
 525.49 Salon des Cent. 1896.  
 Lithograph, 22 3/4 x 15 1/8 inches.  
 Purchase fund.

471.49 France-Champagne. 1891.  
 Lithograph, 30 1/8 x 23 inches.  
 Purchase Fund.

523.49 La Revue Blanche. 1894.  
 31 3/4 x 24 3/8 inches.  
 Purchase fund.

BRADLEY, Will (American, 1868-1962).  
 42.60 The Chap Book. 1895.  
 Letterpress (?), 21 1/4 x 14 inches.  
 Acquired by exchange.

40.60 The Chap Book Thanksgiving No. 1895.  
 Letterpress (?), 20 3/4 x 14 inches.  
 Acquired by exchange.

44.60 The Echo. c. 1895.  
 Lithograph, 23 3/4 x 15 3/4 inches.  
 Acquired by exchange.

BRADLEY, Will ( American, 1868-1962).  
The Inland Printer Christmas 1895.  
Letterpress (?), 12 1/2 x 8 1/2 inches.  
Gift of Joseph H. Heil.

The Chap Book May. 1895.  
Letterpress (?), 22 x 16 inches.  
Acquired by Exchange.

Bradley, His Book. 1896.  
Woodcut, 42 3/4 x 29 inches.  
Acquired by exchange.

BRANDWEIN, Robert (American, born 1933), art director;  
MARKOWITZ, Henry (American, born 1930), illustrator.  
A/ August 30 thru December 11 1965.  
Offset lithograph, 45 x 59 1/2 inches.  
Gift of the New York Racing Association.

BRAQUE, Georges (French, 1882-1963).  
Galerie Maeght G. Braque. 1950.  
Lithograph, 21 1/8 x 29 inches.  
Gift of Galerie Maeght.

G. Braque Galerie Maeght. 1956.  
Offset lithograph, 29 1/2 x 20 1/4 inches.  
Gift of Mr. and Mrs. Leo W. Farland.

Galerie Maeght Exposition G. Braque. 1959.  
Lithograph, 25 5/8 x 19 3/8 inches.  
Gift of Murlot Freres.

BRATTINGA, Pieter (Dutch, born 1931).  
P.T.T. de Man Achter de Vormgeving van de P.T.T. 1960.  
Offset lithograph, 25 x 14 3/4 inches.  
Gift of De Jong & Company.

BRAUNER, Victor (Rumanian, 1903-1966).  
Bestiare. 1963.  
Silk Screen, 26 x 19 3/4 inches.  
Gift of Mr. & Mrs. Leo Farland.

BRODOVITCH, Alexey (American, born Russia 1900).  
Martini. 1926  
Lithograph, 46 1/2 x 60 5/8 inches.  
Gift of Bernard Davis

- BRUN, Donald (Swiss, born 1909).  
 313.57 Internationale Musikfest Wochen Luzern. 1950.  
 Offset lithograph, 50 1/4 x 35 3/8 inches.  
 Gift of Kunstgewerbemuseum, Zurich.
- BUHLER, Fritz (Swiss, 1909-1965).  
 187.68 Aino und Alvar Aalto Kunstgewerbemuseum Zurich. 1948.  
 Offset lithograph, 50 1/4 x 35 1/2 inches.  
 Gift of the Kunstgewerbemuseum, Zurich.
- BURCHARTZ, Max (German, born 1887).  
 116.68 Schubertfeier der Staedtischen Buehnen Essen. 1928.  
 Offset lithograph, 23 1/4 x 33 inches.  
 Gift of Philip Johnson.
- CARLU, Jean (French, born 1900).  
 117.68 Give 'Em Both Barrels. 1941  
 Offset lithograph, 30 x 40 inches.  
 Gift of the Office of Emergency Management.
- CAPPIELLO, Leonetto (Italian, 1875-1942).  
 549.43 Polaire dans le P'tit Jeune Homme  
de Willy & Luvey. c. 1900  
 Lithograph, 54 3/8 x 38 7/8.  
 Gift of Peter Muller-Munk
- 118.68 America's Answer! Production. 1942  
 Offset lithograph, 30 x 40 inches.  
 Gift of U.S. Office for Emergency Management.
- CATO, Bob (American, born 1923).  
 119.68 Public Sculptures in Public Places. 1967.  
 Offset lithograph, 15 3/4 x 25 1/4 x 16 3/4 inches. Irregular  
 Gift of the designer.
- CASSANDRE, A.M. (Mouron, Adolph Jean-Marie)  
 (French, born Russia 1901)  
 65.43.22 Chemin de Fer du Nord Nord Express. 1927.  
 Lithograph, 41 x 29 1/4 inches.  
 Gift of French National Railways.
- 273.35 Triplex. 1930  
 Lithograph, 47 3/8 x 31 3/8 inches.  
 Anonymous Gift.
- 314.57 Chemin de Fer Du Nord Chantilly Lys. 1930.  
 Lithograph, 39 1/4 x 24 5/8 inches.  
 Gift of G.E. Kidder-Smith
- 274.35 S.S. "Côte d'Azur". 1931  
 Lithograph, 39 x 24 5/8 inches.  
 Anonymous Gift.

CASSANDRE, A.M. (Mouron, Adolph Jean-Marie)  
(French, born Russia 1901)

- 278.35 Grande Quinzaine Internationale de Lawn-Tennis. 1932  
Lithograph, 61 3/4 x 46 1/2 inches.  
Anonymous gift

- 96.61 Restaurez-vous au Wagon-Bar. 1932  
Lithograph, 39 3/8 x 24 3/8 inches.  
Gift of Benjamin Weiss.

- 279.35 Spidoléine Sécurité. 1932  
Lithograph. 62 x 46 inches.  
Anonymous gift.

- 158.50 Dubo Dubon Dubonnet. 1934.  
Lithograph, 17 1/2 x 45 1/2 inches.  
Gift of Bernard Davis.

- 120.68 New York Via Le Havre et Southampton. 1935.  
Lithograph, 39 1/4 x 24 3/8 inches.  
Gift of the designer.

- 287.35 Nicolas. 1935.  
Offset lithograph 12 feet, 11 1/2 inches by 15 feet, 7 1/2 inches.  
Anonymous gift.

- 121.68 CHERET, Jules (French, 1836-1932)  
Palais de Glace Champs Elysées. 1893. 188.68  
Lithograph, 48 7/8 x 34 3/4 inches.  
Acquired by exchange.

- CHAGALL, Marc (born Russia 1887)  
Bible Marc Chagall Verve 33-34 Editions  
Verve - Paris. 1956.  
Lithograph, 25 x 16 1/4 inches.

- 122.68 Les Girard l'Horloge Champs Elysées. 1879.  
Lithograph, 22 5/8 x 17 inches.  
Acquired by exchange.

- CHERET  
Folies Bégère La Loie Fuller 1893.  
Lithograph, 48 1/2 x 34 1/2  
Acquired by exchange.

- 274.65 Exposition des Arts incohérents. 1886.  
Lithograph, 48 5/8 x 34 1/4 inches.  
Don Page Fund.

- CHERET  
Yvette Guilbert au Concert Parisien. 1891  
Lithograph, 48 3/4 x 34 1/2 inches.  
Gift of Lillian Nassau

- CHERMAYEFF, Ivan (American, born 1932).  
GEISMAR, Thomas (American, born 1931).  
351.67 American Graphics (in Russian). 1964.  
Offset lithograph, 33 x 24 inches.  
Acquired by exchange.

- CIESLEWICZ, Roman (Polish, born 1930).  
123.68 Operacja Konieczna. 1956  
Offset lithograph, 24 x 34 inches.  
Gift of the designer.

- 138.63 Strawinski Persefona. 1961  
Offset lithograph and gravure, 38 x 26 5/8 inches.  
Gift of the designer.



745.63 CLERGUE, Lucien (French, born 1934).  
Lucien Clergue Photoaustellung. 1963.  
 Offset lithograph and letterpress, 50 1/4 x 35 1/2 inches.  
 Gift of Kunstgewerbemuseum, Zurich.

572.41 COCTEAU, Jean (French, 1891-1963).  
 Untitled (Nijinsky in Spectre de la Rose). 1911.  
 Lithograph, 49 3/4 x 41 7/8 inches.  
 Gift of Carl van Vechten.

124.68 COINER, Charles (American, born 1898).  
 Give It Your Best! 1942  
 Offset lithograph, 20 x 28 1/2 inches.  
 Gift of the Office for Emergency Management.

125.68 CRESPIAN, Adolphe (Belgian, 1859-1944).  
 Paul Hankar Architecte. 1894.  
 Lithograph, 23 x 15 1/2 inches.  
 Gift of Mr. & Mrs. Alan Kern.

64.60 CROUWEL, Wim (Dutch, born 1928).  
 Leger Stedelijk van Abbemuseum Eindhoven. 1957.  
 Offset lithograph, 34 3/4 x 23 3/4 inches.  
 Gift of Stedelijk Museum, Amsterdam.

2251.67 D'ARCANGELO, Allan (American, born 1930).  
Aspen Center of Contemporary Art. 1967.  
 Silk screen, 32 x 24 inches.  
 Gift of Armand Bartos

303.37 DEXEL, Walter (German, born 1890).  
 Verwende Stets Nur Gas. 1924.  
 Letterpress, 19 x 25 inches.  
 Purchase fund.

126.68 Fotografie der Gegenwart. 1929  
 Linoleumcut, 33 1/4 x 23 1/4 inches.  
 Gift of the Designer.

672.66 DUBUFFET, Jean (French, born 1901)  
 Ustensiles Utopiques. 1966  
 Offset lithograph, 17 1/2 x 22 1/4 inches.  
 Gift of Robert Fraser Gallery

127.68 J. Dubuffet Ustensiles Demeures Escaliers  
 Galerie Jeanne Bucher. 1967.  
 Offset lithograph, 22 1/4 x 14 1/4 inches.

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- 749.63 DUCHAMP, Marcel (French, born 1887).  
Wanted \$2000 Reward a Retrospective Exhibition  
by or of Marcel Duchamp or Rose Sélavy. 1963.  
Offset Lithograph, 34 1/4 x 27 inches.  
Gift of Pasadena Art Museum.
- 48.60 DELAUNAY, Sonia (Ukrainian, born 1885).  
Sonia Delaunay, Städt. Kunsthaus Bielefeld. 1958  
Silk Screen, 23 x 16 1/4 inches.  
Gift of Kunsthaus, Zurich.
- 190.68 DEPERO, Fortunato (Italian, born 1892).  
Bitter Campari (Facsimile). 1926  
Photographic reproduction of lithograph  
24 x 34 inches.  
Gift of Davide Campari, Milan.
- 558.54 DUMONT, Henri (French, 1859 - ?).  
Tous Les Soirs Aux Ambassadeurs Yvette Guilbert. c.1900  
Lithograph, 82 x 32 inches.  
Gift of Pierre Beres.
- 258.65 EINBECK, George (German, 1871-1951).  
7. Internationale Ausstellung von Kunst-Photographien. 1899  
Gravure, 34 1/4 x 16 inches.  
Acquired by exchange.
- 37.60 ENGLEMAN, Michael (Czech, 1928-1966). designer.  
BAKER, Carl (American), photographer.  
Good Mornings Begin with the Inquirer. 1958.  
Offset lithograph, 85 x 42 inches.  
Gift of the designer.
- 128.68 ENGLISH, Michael (British).  
Love Festival. 1967.  
Silk screen, 29 7/8 x 40 inches.  
Gift of P. Reynier Banham.
- 129.68 ERNI, Hans (Swiss, born 1909).  
Atomkrieg Nein, 1954.  
Offset lithograph, 50 x 35 1/4 inches.  
Gift of the designer.
- 475.51 ERNST, Max (French, born Germany 1891).  
Max Ernst Galerie René Drouin. 1950  
Lithograph, 24 x 16 3/4 inches.  
Gift of the designer.
- 751.63 FABIGAN, Hans (Austrian, born 1901).  
Untitled (Purple Silhouette)  
Offset lithograph, 33 1/8 x 23 in.  
Gift of the designer.

155.52 ERNST, Max (French, born Germany 1891).  
"Ein Phantom is Abstrakte Aehnlichkeil durch Phantasie" Raymond Lulle  
 Kunsthaus Zurich. 1934  
 Letterpress, 39 x 27 1/4 inches.  
 Gift of Kunsthaus, Zurich

155.56 EVENPOEL, Henri (Belgian, 1872-1899).  
40: Exposition d'Ensemble Salon des Cent. 1899.  
 Lithograph, 24 7/8 x 17 3/4 inches.  
 Gift of Ludwig Charell.

130.68 FAIVRE, Jules-Abel (French, 1867-1945).  
On Les Aura! 1916.  
 Lithograph, 44 1/2 x 31 1/4 inches.  
 Acquired by exchange.

269.65 FÄSSLER, Franz (Swiss), designer;  
 MAYER, Fred (Swiss), photographer  
Winter Sunshine-Sports-Holidays-in Switzerland. 1962.  
 Offset lithograph, 39 7/8 x 25 1/4 inches.  
 Gift of Swiss National Tourist Office.

131.68 FEURE, George de (French, 1868-1928).  
La Loie Fuller dans sa Création Nouvelle Salomé. 1900.  
 Lithograph, 51 x 36 1/2 inches.

753.63 FISCHER-NOSBISCH, Fritz (German, born 1919).  
Apokalyptische Visionen. 1963.  
 Offset lithograph, 32 3/4 x 23 1/2 inches.  
 Gift of Hessisches Landesmuseum Darmstadt.

65.45.155 FIX-MASSEAU, Pierre (French, 1869-1937).  
Exactitude Etat. 1932  
 Offset lithograph, 39 3/8 x 24 1/4 inches.  
 Gift of the French National Railways.

525.67 FLAGG, James Montgomery (American, 1877-1960).  
I Want You for the U.S. Army. 1917.  
 Lithograph, 40 1/4 x 29 1/2 inches.  
 Acquired by exchange.

547.43 FUCHS, Heinz (German, born 1886).  
Arbeiter Hunger Tod Nacht Streik zerstört Arbeit ernährt. 1919  
 Lithograph 99 1/2 x 40 3/4 inches.  
 Gift of Peter Muller-Munk.

FÜSS, Albert (German, born 1889).

- 132.68 Frankfurt A.M. Messe. 1928  
Offset lithograph, 27 x 18 1/2 inches.  
Anonymous gift

GAGE, Robert (American, born 1921).

- 133.68 New York is Eating It Up! Levy's Real Jewish Rye. 1952.  
Offset lithograph, 46 x 30 1/4 inches.  
Gift of Doyle Dane Bernbach, Inc.

GAMES, Abram, (English, born 1914).

- 134.68 DP Over 200,000 Displaced Jews Look To You. 1947.  
Offset lithograph  
29 1/8 x 19 1/4  
Gift of the designer.

- 191.68 London Transport at London's Service. 1949.  
Offset lithograph, 39 1/2 x 24 3/4  
Gift of the designer.

GAUL, Winfred (Austrian, born 1928).

- 135.68 Ausstellung Galerie St. Stephen Wien Images Méditatives. 1960  
Silk Screen, 27 5/8 x 19 7/8 inches.  
Gift of the designer.

GEE, Peter (English, born 1932).

- 324.66 Color Image. 1966.  
Silk screen on metallic paper, 21 3/4 x 21 1/2 inches.  
Gift of the designer.

- 323.66 Graphic Design Peter G. 1966.  
Silk screen, 28 1/4 x 22 inches.  
Gift of the designer.

GEISMAR, Thomas. See CHERMAYEFF.

GERSTNER, Karl (Swiss, born 1930).

- 440.64 N.  
136.68 National Zeitung.  
441.64 National Zeitung Sport Lesen.  
442.64 Lokal national international National Zeitung.  
1964.  
Silk screen, each 50 1/4 x 35 1/2 inches, variable.  
Gift of the designer.

- 50.60 Auch Du bist liberal. 1959.  
Offset lithograph, 50 1/4 x 35 1/4 inches.  
Gift of the designer.



GIACOMETTI, Augusto (Swiss, 1877-1947).

- 23.57 Graubünden Schweiz. c.1920  
Lithograph, 50 1/4 x 35 1/4 inches.  
Gift of Kunstgewerbemuseum, Zurich.

GLASER, Milton (American, born 1929).

- 53.67 Mahalia Jackson Easter Sunday Philharmonic Hall  
Lincoln Center. 1967.  
Offset lithograph, 38 x 24 5/8 inches (2 POSTERS)  
Gift of the designer.

GRAF, Carl B. (Swiss).

- 25.57 Glas aus vier Jahrtausenden Helmhaus Zürich. 1956  
Offset lithograph, 50 1/2 x 35 1/4 inches.  
Gift of Kunstgewerbemuseum, Zurich.

GRASSET, Eugene (French, 1841-1917).

- 58.56 Salon des Cent Exposition E. Grasset. 1894.  
Lithograph and letterpress, 23 7/8 x 16 1/4 inches.  
Gift of Ludwig Charell.

GRETCHKO, Robert (American, born 1944).

- 43.64 ZIMMERMAN, Charles (American, born 1942).  
Our Town 1970. 1964.  
Offset lithograph, 27 7/8 x 18 inches.  
Gift of the Municipal Art Society.

GREVER, Otto L. (American).

- 77.61 Untitled (Charlie Chaplin). 1917.  
Lithograph, 54 x 40 inches.  
Anonymous gift.

GRINTEN, Van Der, Franz Joseph (German, born 1933).

- 69.60 Feininger, 2 bis 22 April. 1956  
Linoleum cut, 31 x 23 inches.  
Gift of Haus van der Grinten, Kranenburg.

GROHE, Glenn (American, born 1912).

- 137.68 He's Watching You. 1942.  
Offset lithograph, 14 1/8 x 10 inches.  
Gift of the Office for Emergency Management.

GRUBER, Marlene. See LOHSE, Richard P.

919.65 GUIMARD, Hector (French, 1867-1942).  
Exposition Salon du Figaro le Castel Béranger. 1900  
Lithograph, 35 x 49 1/4 inches.  
Gift of Lillian Nassau.

379.63 HAJNOCZKY, Peter (Swiss, born 1943).  
Winter Hilfe \* 62. 1962.  
Offset lithograph, 50 1/4 x 35 1/2 inches.  
Anonymous gift.

138.68 HARDY, Dudley (British, 1886-1922).  
A Gaiety Girl. c.1895.  
Lithograph, 89 x 39 1/2 inches.  
Promised gift of Mr. and Mrs. Paul Nassau.

21.60 HAZENPLUG, Frank (American, born 1873-?).  
The Chap Book. 1895.  
Lithograph, 21 1/4 x 13 3/4 inches.  
Acquired by exchange.

192.68 The Chap Book. 1899.  
Lithograph, 20 1/2 x 14 inches.  
Acquired by exchange.

339.67 HEINE, Thomas Theodor (German, 1867-1948).  
Die Hölle Fest des Simplicissimus. 1929.  
Lithograph, 47 x 33 inches.  
Acquired by exchange.

287.43 HENRION, F.H.K. (German, born 1914).  
Artists Aid Russia Exhibition. 1940.  
Offset lithograph. 25 1/4 x 19 1/4 inches.  
Gift of Mrs. John Carter.

349.60 HERBIN, Auguste (French 1882-1960).  
Herbin, Mai-Juin 1960 Galerie Denise Renè. 1960  
Offset lithograph 21 x 14 7/8  
Gift of the Galerie Denise René, Paris.

29.00 HERKENDELL, Hanns (German, born 1876).  
Deutskekunst Düsseldorf 1928. 1928  
Lithograph, 33 3/4 x 23 3/8  
Anonymous gift.

HILLMANN, Hans (born Poland 1925)

- 265.65 Sturn fiber Asien. 1964  
Offset lithograph, 33 x 23 inches.  
Gift of the designer.

- 266.65 Das verbrecherische Leben des Archibaldo de la Cruz. 1964  
Offset lithograph, 33 x 23 inches.  
Gift of the designer.

HOFMANN, Armin (Swiss, born 1920).

- 385.63 René Auberjonois, Ernest Bolens Kunsthalle Basel. 1961.  
Offset lithograph, 50 1/4 x 35 1/2 inches.  
Gift if the designer.

- 139.68 Stadt Theatre Basel. 1967.  
Offset lithograph, 50 1/4 x 35 1/2 inches.  
Gift of the designer.

HOHLWEIN, Ludwig (German, 1874-1949).

- 140.68 Confection Kehl. 1908.  
Lithograph, 48 1/2 x 36 1/8 inches.  
Gift of Peter Muller-Munk

- 559.43 Hermann Scherrer Sporting and Ladies-Tailor. 1908.  
Lithograph, 48 1/4 x 35 1/2 inches.  
Gift of Peter Muller-Munk.

- 141.68 Kunstgewerbehaus Gebrueder Wollweber. 1908.  
Lithograph, 49 1/2 x 35 3/8 inches.  
Gift of Peter Muller-Munk.

- 142.68 Carl Stiller Jr. Schuhe. c. 1909.  
Lithograph, 28 3/8 x 37 3/4 inches.  
Gift of Peter Muller-Munk.

- 561.43 Wilhelm Mozer. 1909  
Lithograph, 49 1/4 x 34 3/8 inches.  
Gift of Peter Muller-Munk.

HOLZMAN, David (American).

- 143.68 Love. 1967  
Silk screen, 23 x 15 1/2 inches.  
Gift of Joseph H. Heil.

HOOVER, John (American, born 1928).

- 701.66 July 4, 1776. 1965.  
Silk screen, 30 x 12 inches.  
Gift of Graphic Directions Incorporated.

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INDIANA, Robert (American, born 1928).

- 344.68 Robert Indiana New Art Stable Gallery. 1964.  
Offset lithograph, 45 1/2 x 30 3/4 inches.  
Gift of the designer.

IVES, Norman (American born 1923).

- 354.67 Tony Smith. 1967  
Silk screen, 44 3/4 x 29 3/8 inches.  
Gift of the designer.

JOHANSEN, C. H.

- 445.68 Visions. 1967.  
Offset lithograph, 35 x 23 inches.  
Gift of Joseph H. Heil.

JOHNS, Jasper (American, born 1930).

- 335.61 Peintures & Sculptures & Dessins & Lithos  
Jasper Johns Galerie Rive Droite. 1960.  
Offset lithograph, 29 1/4 x 18 1/4 inches.  
Gift of the designer.

KANDINSKY, Wassily (Russian, 1866-1944); worked  
in Germany and France).

- 250.50 Phalanx 1. Ausstellung. 1901.  
Lithograph, 19 1/2 x 26 7/16 inches.  
Gift of Mme. Wassily Kandinsky.

KATZ, Alex (American, born 1927).

- 2288.67 Paris Review. 1967  
Silk screen, 36 1/2 x 25 inches.  
Gift of Page, Arbitrio & Resen.

KAUFFER, E. McKnight (American, 1890-1954).

- 370.39 Untitled (Poster for Daily Herald). 1918  
Lithograph, 39 1/4 x 59 5/8 inches.  
Gift of the designer

78.61 Metropolis. 1926

Tempera, 18 1/2 x 29 3/4 inches.  
Anonymous gift.

401.39 Power the Nerve Centre of London's Underground. 1930.

Lithograph, 39 1/2 x 25 inches.  
Gift of the designer.

468.39 Magicians Prefer Shell. 1934.

Lithograph, 30 x 45 inches.  
Gift of the designer.



- 680.66 JONES, Allan (British, born 1937).  
Englische Graphik Galerie der Spiegel. 1966  
 Silk screen, 35 x 22 3/8  
 Gift of Galerie der Spiegel.
- 754.63 KIESER, Günther (German, born 1920).  
Jazz Band Ball. 1963.  
 Offset lithograph, 33 1/8 x 23 1/4 inches.  
 Gift of the designer.
- 146.68 KLUTSIS, G. (Russian)  
Transport Achievement of the First Five-Year Plan. 1929  
 Gravure, 28 7/8 x 19 7/8 inches.  
 Purchase Fund.
- 357.37 Fulfilled Plan Great Work. 1930.  
 Gravure, 48 5/8 x 33 inches.  
 Purchase fund.
- 147.68 KOEHLER, Karl (American born 1913);  
 ANCONA, Victor (American.)  
This Is The Enemy. 1942.  
 Offset lithograph, 34 1/4 x 23 3/4 inches.  
 Anonymous gift.
- 343.66 KOKOSCHKA, Oskar (British subject, born Austria 1886).  
Kokoschka Drama Komoedie. 1907.  
 Lithograph, 46 1/2 x 30 inches.  
 Purchase fund.
- 148.68 Nieder mit dem Bolschewismus. 1919.  
 Lithograph, 26 1/4 x 39 1/4 inches.  
 Acquired by exchange.
- 933.65 KOONING, Willem de (American, born The Netherlands 1904).  
de Kooning. 1965.  
 Offset lithograph, 29 x 20 inches.  
 Gift of the Aspen Institute for Humanistic Studies.
- 149.68 Kriwet, Ferdinand (German, born 1942)  
Who Whom if A Hunter  
 Photographic print, 23 5/8 diameter
- Kukrinski:  
 KUPRIANOV, Mikhail (Russian, born 1903);  
 KRYLOV, Porfiry (Russian, born 1902);  
 SOKOLOV, Nikolai (Russian, born 1903).  
 150.68 Hitler is Breaking Through the Non-aggression Pact! 1941  
 Lithograph, 34 3/8 x 24 1/2 inches.  
 Anonymous gift.

LANDSHOFFS, H. (American, born Germany 1905).

282.62 Visit Wonderland USA. 1960.  
Offset lithograph, 39 1/2 x 29 3/4 inches.  
Gift of the Government Printing Office.

LE CORBUSIER (Charles-Edouard Jenneret)  
(French, born Switzerland, 1887-1965).

210.56 Le Corbusier - Poème de l'Angle Droit  
Berggruen & Cie. 1955.  
Lithograph, 24 1/2 x 15 5/8 inches.  
Gift of Berggruen & Cie.

LEGER, Fernand (French, 1881-1955).

171.55 F. Lèger Museum Morsbroich Leverkusen. 1955  
Lithograph, 30 x 22 1/4 inches.  
Gift of Murlot Frères.

LEUPIN, Herbert (Swiss, born 1916).

191.51 Die Weltwoche c.1950  
Offset lithograph, 50 x 36 inches.  
Gift of the Swiss Government.

LE PARC, Julio (Argentinian, born 1928);  
lives in Paris).

263.67 Le Parc Denise René. 1966  
Offset lithograph with metallic-coated plastic disk  
attached, 29 7/8 x 16 1/2 inches.  
Gift of Mr. and Mrs. Leo W. Farland.

LICHTENSTEIN, Roy (American born 1923).

252.67 Aspen Winter Jazz. 1967.  
Silk screen, 40 x 26 inches.  
Gift of Mr. and Mrs. Armand Bartos.

709.66 Roy Lichtenstein - November 20-December 16, 1965 - Leo Castelli. 1965  
Offset lithograph, 25 x 29 7/8 inches.  
Gift of Poster Originals.

LINDNER, Richard (American, born Germany 1901).

292.67 The Paris Review. 1967  
Lithograph, 28 1/2 x 29 3/8 inches.  
Gift of Page, Arbitrio & Resen.

LIONNI, Leo (American, born The Netherlands 1910).

151.68 Keep 'Em Rolling! 1941  
Offset lithograph, 40 x 28 1/8 inches.  
Gift of the Office for Emergency Management.

524.54 Olivetti Lettera 22. 1956  
Silk screen, 26 3/8 x 18 3/4 inches.  
Gift of the Olivetti Company.

- 333.57 LIONNI, Leo (American, born The Netherlands 1910).  
Which Way Out? 1954.  
 Offset lithograph, 45 1/2 x 30 inches.  
 Gift of Family Service Association of America.
- 373.50 LISSITZKY, El (Eleazar Markovich) (Russian, 1890-1941).  
Russische Ausstellung. 1929.  
 Gravure, 49 x 35 1/4 inches.  
 Gift of Philip Johnson
- 494.51 LOHSE, Richard P. (Swiss, born 1902).  
100 Jahre Eisenbeton Kunstgewerbemuseum Zürich. 1950  
 Offset lithograph, 49 3/4 x 35 1/2 inches.  
 Gift of the Swiss Government.
- 281.62 LOHSE, Richard P. (Designer)  
 GRUBER, Marlene (Swiss) Photographer.  
Ausstellung Musikinstrumente Kunstgewerbemuseum Zurich. 1962  
 Offset lithograph, 50 1/8 x 35 1/4 inches.  
 Gift of Kunstgewerbemuseum, Zurich.
- 152.68 MacDONALD, Frances (Scottish, 1874-1921);  
 MacDONALD, Margaret (Scottish, 1865-1933);  
 McNAIR, Herbert (Scottish, 1865-?)  
The Glasgow Institute of the Fine Arts. c. 1894.  
 Lithograph, 93 1/8 x 39 7/8 inches.  
 Acquired by exchange.
- 54.60 MACKINTOSH, Charles Rennie (Scottish, 1868-1928).  
The Scottish Musical Review. 1896.  
 Lithograph, 97 x 39 inches.  
 Acquired by exchange.
- 178.50 Man Ray (American, born 1890).  
Keeps London Going. 1932.  
 Offset lithograph, 39 5/8 x 24 1/4 inches.  
 Gift of Bernard Davis.
- 755.63 MARI, Enzo (Italian, born 1932)  
Arte Programmata, Kinetische Kunst. 1963.  
 Offset lithograph, 33 1/2 x 23 1/4 inches.  
 Gift of the Olivetti Company.
- 2294.67 MARISOL (Marisol Escobar)  
 (Venezuelan, born France 1930; lives in U.S.A.)  
Paris Review. 1967.  
 Silk Screen, 32 1/2 x 26 inches.  
 Gift of Page, Arbitrio & Resen.

MATTER, Herbert (American, born Switzerland 1907).  
153.68 Pontresina Engadin. 1935.  
Gravure, 40 x 25 1/8 inches.  
Gift of the designer.

146.64 Engleberg Trübsee Schweiz Suisse Switzerland. 1935  
Gravure, 39 7/8 x 25 1/4 inches.  
Anonymous gift.

154.68 Trübsee Engleberg Schweiz Suisse Switzerland. 1936.  
Gravure, 40 x 25 1/4 inches.  
Gift of the designer.

MATTIOLI, Claudio  
193.68 Cesare Tacchi, Galeria Apollinaire. 1966  
Offset lithograph, 21 1/2 x 15 1/8 inches.  
Gift of Mr. & Mrs. Leo Farland.

MAVIGNIER, Almir (Brazilian, born 1925;  
works in Germany).  
342.67 Getulio Kleine Galerie. 1962  
Silk screen, 33 1/4 x 23 3/8 inches.  
Gift of the designer.

346.67 Mavignier Bilder + Serigraphien (OP) Art Galerie. 1966.  
Offset lithograph, 33 1/2 x 23 3/8 inches.  
Gift of the designer.

MAX, Peter (American, born Germany 1937).  
155.68 Untitled (Bob Dylan). 1967  
Offset lithograph, 36 x 24 inches.  
Gift of Joseph H. Heil.


356.67 123 Infinity The Contemporaries. 1967.  
Offset lithograph, 24 x 18 1/8 inches.  
Gift of the Contemporaries Gallery.

194.68 Toulouse-Lautrec. 1966  
Offset lithograph, 36 x 24 inches.  
Gift of Joseph H. Heil.

195.68 Psychedelic Cloud. 1967  
Offset lithograph, 36 x 24 inches.  
Gift of Joseph H. Heil.

156.68 Penny's, Rainbow Lane. 1967.  
Offset lithograph, 35 7/8 x 24 1/4 inches.  
Gift of the designer.

MELEHI, Mohammed (Moroccan, born 1936).  
700.66 Belkahia Chebaa Melehi. 1966.  
Process? 39 3/8 x 25 1/2 inches.  
Gift of the designer.

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 MELIN, John (Swedish, born 1929);  
 OSTERLIN, Anders (Swedish, born 1926).  
 338.66 Den Inre Och Den Yttre Rymden Moderna Museet. 1965.  
 Silk screen, 39 1/2 x 27 1/2 inches.  
 Gift of Moderna Museet, Stockholm.
- 2274.67 Le Merveilleux Moderne Det Underbara Moderna Det Underbara idag  
Lunds Konsthall. 1965.  
 Silk Screen, 39 1/2 x 27 3/4 inches.  
 Gift of Mr. & Mrs. Leo Farland.
- 2261.67 Moderna Museet Besöker visits besucht Landskrona. 1965.  
 Silk screen, 39 3/8 x 27 5/8 inches.  
 Gift of Mr. & Mrs. Leo Farland.
- 196.68 MENDELL, Pierre (German, born 1929).  
Gerhard Richter Neue Bilder - Galerie Heiner Friedrich, München. 1967  
 Offset lithograph, 33 x 23 3/8 inches.  
 Gift of Galerie Heiner Friedrich, München.
- 2279.67 MEUNIER, Henri (Belgian, 1873-1922).  
Pollet et Vittet Chocolaterie de Pepinster. c. 1896  
 Lithograph, 19 x 26 7/8 inches.  
 Gift of Joseph H. Heil.
- 82.61 MICHEL, Karl (German, born 1885).  
 Faust. 1927.  
 Lithograph, 55 1/2 x 36 1/2 inches.  
 Gift of Universum Film Aktien Gesellschaft.
- 396.60 MICHEL, Hans (German, born 1920).  
 KIESER, Günther (German, born 1930).  
Wir laden Ein Ausstellung Neuer-Möbel. 1960  
 Offset lithograph, 48 1/2 x 17 inches.  
 Gift of the designers.
- 157.68 MIHO, Tomoko (American, born 1931).  
Great Architecture in Chicago. 1967.  
 Silk screen on metallic paper, 50 x 35 inches.  
 Gift of Container Corporation of America.
- 76.49 MIRO, Joan (Spanish, born 1893; works in France).  
Joan Miró Galerie Maeght. 1948.  
 Lithograph, 23 5/8 x 17 1/8 inches.  
 Anonymous gift.
- 158.68 Galerie Maeght Peintures Murales Miró. 1961.  
 Lithograph, 26 1/4 x 19 1/8 inches.  
 Anonymous gift.



- 159.68 MLODOZENIEC, Jan (Polish, born 1929).  
Cyrk. 1966  
Offset lithograph, 37 x 26 1/4 inches.  
Gift of the designer.
- 334.37 MOLZAHN, Johannes (German, born 1892).  
Deutschlands grosste Ausstellung 1929  
Wohnung und Werkraum Breslau. 1929.  
Offset lithograph, 35 1/8 x 23 3/8 inches.  
Purchase fund.
- 160.68 MOSCOSO, Victor (American, born Spain 1936).  
Junior Wells and His Chicago Blues Band. 1966.  
Offset lithograph, 19 3/4 x 14 inches.  
Gift of the designer.
- 197.68 Oct. 2 Poster Show  
Offset lithograph, 28 1/8 x 22 1/8 inches.  
Gift of the designer.
- 198.68 The Stockville Light Express Present Death and Transfiguration  
An Audio Chromatic Environment. 1967  
Offset lithograph, 20 1/4 x 14 inches.  
Gift of the designer.
- 161.68 Big Brother & the Holding Company. 1967.  
Offset lithograph, 20 1/8 x 14 inches.  
Gift of the designer.
- 162.68 Hawaii Pop Rock Festival. 1967.  
Offset lithograph, 20 1/4 x 14 inches.  
Gift of the designer.
- 163.68 Quicksilver Messenger Service. 1967  
Offset lithograph, 20 1/4 x 14 inches.  
Gift of the designer.
- 164.68 Sopwith Camel. 1967.  
Offset lithograph, 19 7/8 x 14 inches.  
Gift of the designer.
- 165.68 The Blushing Peony. 1967  
Offset lithograph, 20 7/8 x 14 inches.  
Gift of the designer.
- 166.68 MOSER, Koloman (Austrian, 1868-1918).  
Frommes Kalender. 1903.  
Lithograph, 37 1/2 x 24 1/2 inches.  
Anonymous gift.

- MUCHA, Alphons-Maria (Czech, 1860-1939; lived in France).  
170.56 XXme Exposition du Salon des Cent. 1896.  
Lithograph, 25 1/4 x 17 inches.  
Gift of Ludwig Charell.
- 167.68 Job. 1897.  
Lithograph, 61 x 39 3/4 inches.  
Gift of Lillian Nassau.
- 331.57 Sarah Bernhardt La Samaritaine. 1897.  
Lithograph, 70 x 24 inches.  
Phyllis B. Lambert Fund.
- 2280.67 Médée Sarah Bernhardt. 1898.  
Lithograph, 81 1/4 x 30 inches.  
Gift of Joseph H. Heil.
- MÜLLER, C.O. (German, born 1893).  
56.60 7. Himmel Phoebus Palast. 1927.  
Linoleum cut, 46 1/2 x 32 1/4 inches.  
Gift of Mr. and Mrs. Alfred H. Barr, Jr.
- MÜLLER, Fridolin (Swiss, born 1926).  
337.61 Oskar Schlemmer und die Abstrakte Bühne. 1961  
Offset lithograph, 50 3/8 x 35 1/4 inches.  
Gift of Kunstgewerbemuseum, Zurich.
- 400.60 Industrieware von Wilhelm Wagenfeld Kunstgewerbemuseum, Zurich. 1960  
Offset lithograph, 50 x 35 inches.  
Gift of the Kunstgewerbemuseum, Zurich.
- MÜLLER-BROCKMANN, Josef (Swiss, born 1914).  
58.60 Musica Viva. 1957.  
Offset lithograph, 50 1/4 x 35 1/2 inches.  
Gift of the designer.
- 199.68 Konrad Wachsmann Bauer in Unserer Zeit (Architecture in Our Time). 1958.  
Offset lithograph. 39 1/4 x 27 1/2.  
Gift of Kunstgewerbemuseum, Zurich.
- 57.60 Der Film Kunstgewerbemuseum Zürich Ausstellung. 1960.  
Offset lithograph, 50 1/4 x 35 1/2 inches.  
Gift of Kunstgewerbemuseum, Zurich.
- MUNARI, Bruno (Italian, born 1907).  
340.66 Campari; 1965.  
Offset lithograph, 77 1/4 x 109 1/4.  
Gift of the designer.
- NATHAN-GARAMOND, Jacques (French, born 1910).  
168.68 Elles les éclipse toutes Mazda Platina. c. 1938.  
Offset lithograph, 45 5/8 x 63 inches.  
Gift of the designer.

NICHOLSON, William. See BEGGARSTAFF BROTHERS.

- 200.68 NITSCHKE, Erik (Born Switzerland 1908 - Lives in U.S.A.)  
Exploring the Universe - Nuclear Fusion. 1958  
Offset lithograph. 50 x 35 1/4 inches.  
Gift of General Dynamics Corporation.

- 169.68 NONEMAN, John (American, born 1938).  
Popular Optical Art Ball. 1965.  
Accordion-folded silk screen with die-cut letter forms.  
22 1/2 x 17 5/8 inches.  
Gift of the designer.

- 2281.67 ORAZI, Manuel (French)  
Théâtre de Loïe Fuller exposition universelle. 1900.  
Lithograph, 78 1/2 x 25 1/4 inches.  
Gift of Joseph H. Heil.

OSBORN, Walter. See AMMIRATI, Ralph.

OSTERLIN, Anders. See MELIN, John.

- 170.68 PAOLOZZI, Eduardo (Scottish, born 1924).  
Universal Electronic Vacuum 1967  
New Sculpture at the Pace Gallery. 1967.  
37 3/4 x 24 3/4 inches. Silk screen  
Gift of the Pace Gallery.

- 171.68 PARRISH, Maxfield (American, 1870-1966).  
Poster Show Pennsylvania Academy of the Fine Arts. 1896.  
Lithograph, 43 1/2 x 27 inches.  
Acquired by exchange.

- 2265.67 PENFIELD, Edward (American, 1866-1925)  
Harper's March. 1897.  
Lithograph, 14 x 19 inches.  
Gift of Poster Originals.

- 172.68 PICASSO, Pablo (Spanish, born 1881; lives in France).  
Vallauris 1951 Exposition. 1951  
Linoleum cut, 25 5/8 x 19 1/2 inches.  
Anonymous gift.

- 333.53 Exposition Vallauris 1952. 1952.  
Linoleum Cut, 26 1/4 x 20 1/4 inches.  
Gift of Curt Valentin.

- 2267.67 Toros en Vallauris 1955.  
Linoleum cut, 29 1/2 x 20 1/4 inches.  
Gift of Mr. and Mrs. Leo W. Farland.

29 57  
60.60 "Les Ménines" Galerie Louise Leiris. 1959  
Lithograph, 26 3/8 x 18 3/4 inches.  
Gift of Mourlot Frères.

338.57 PINTORI, Giovanni (Italian, born 1912).  
Olivetti Tetractys. 1957.  
Offset lithograph, 27 3/4 x 19 1/2 inches.  
Gift of the Olivetti Company.

93.61 PRUSAKOV, Boris. (Russian).  
I Hurry to See the Khaz Push. 1927.  
Offset lithograph, 28 x 41 1/2 inches.  
Anonymous gift.

201.68 PURVIS, Tom (British).  
East Coast by L.N.E.R. c. 1930.  
Offset lithograph 39 1/2 x 49 3/4 inches.  
Anonymous gift.

531.54 RAND, Paul (American, born 1914).  
Interfaith Day. 1954  
Offset lithograph, 45 x 29 inches.  
Gift of the designer.

186.56 RASSENFOSSE, Armand M. (Belgian, 1862-1934).  
Salon des Cent exposition de dessins originaux et d'estampes. 1896.  
Lithograph, 22 1/8 x 30 1/4 inches.  
Gift of Ludwig Charell.

173.68 REGN, Johannes (German born 1935; lives in U.S.A.).  
Rev-Up IBM. 1967  
Silk screen, 34 3/4 x 24 3/4 inches.  
Gift of Roberts & Regn, Inc.

366.37 RODCHENKO, Alexander (Russian, 1891-1956).  
INSA. 1920-1930  
Letterpress, 29 3/4 x 41 3/4 inches.  
Gift of Jay Leyda.

343.57 SANDBERG, Willem (Dutch, born 1897).  
Acht Argentijnse Abstracten Stedelijk Museum A'dam. 1950-1960.  
Offset lithograph, 39 x 27 inches.  
Gift of the Stedelijk Museum, Amsterdam.

174.68 SAVIGNAC, Raymond (French, born 1907).  
L'Eau qui fait pschitt. 1950.  
Offset lithograph, 90 1/4 x 62 3/4 inches.  
Gift of the designer.

- 202.68 Astral Peinture Email, 1949  
Offset lithograph, 58 3/4 x 39 1/4 inches.  
Gift of the designer.
- 921.65 SCHIELE, Egon (Austrian, 1890-1918).  
Shaw oder die Ironie. 1910.  
Lithograph, 24 1/2 x 14 1/4 inches.  
Don Page fund.
- 24.57 Secession 49. Ausstellung. 1918.  
Lithograph, 26 3/4 x 30 7/8 inches.  
Gift of Dr. and Mrs. Otto Kallir.
- 352.47 SCHLEMMER, Oskar (German, 1888-1943)  
Grosse Brücken Revue. 1926.  
Lithograph, 46 1/2 x 38 1/2 inches.  
Purchase fund.
- 320.57 SCHMIDT, Joost (German, 1893-1942)  
Staatliches Bauhaus Ausstellung. 1923.  
Lithograph, 26 1/4 x 18 5/8 inches.  
Gift of Walter Gropius.
- 927.65 SCHMIDT, Wolfgang (German, born 1930).  
Schreib Galerie Gunar Düsseldorf. 1965.  
Silk screen, 35 x 24 inches.  
Gift of the designer.
- 80.61 SCHULZ-NEUDAMM  
Metropolis. 1926.  
Lithograph, 83 x 36 1/2 inches.  
Gift of Universal Film Aktien Gesellschaft.
- 96.47 SHAHN, Ben (American, born Lithuania 1898).  
Break Reaction's Grip Register Vote. 1944.  
Offset lithograph, 44 x 29 inches.  
Gift of S.S. Spivack.
- 146.47 For Full Employment after the War Register Vote. 1944.  
Offset lithograph, 30 x 39 7/8 inches.  
Gift of the CIO Political Action Committee.
- 65.60 Ballets U.S.A. 1959.  
Silk screen and offset lithography.  
31 3/8 x 21 1/4 inches.  
Gift of Mildred Constantine.



- 175.68 SHAINÉ, Ted (American)  
Turn On Tune In Drop Out. 1967.  
 Silk screen, 28 1/2 x 20 inches.  
 Gift of Joseph H. Heil.
- 66.60 SLOAN, John (American, 1871-1951)  
The Echo. 1895.  
 Lithograph, 18 3/4 x 8 inches.  
 Acquired by exchange.
- SOKOLOV, Nikolai. See Kukrinski.
- 935.65 SPOHN, Hans Jurgen (German, born 1934).  
Jugend Veranstaltungen Der XIV Internationalen  
 Filmfestspiele Berlin. 1964.  
 Offset lithograph, 23 3/4 x 33 inches.  
 Gift of the designer.
- 934.65 River Boat Shuffle. 1964.  
 Offset lithograph, 33 x 23 1/4 inches.  
 Gift of the designer.
- 81.61 STAHL-ARPKE, Otto (German, 1886-1943).  
Das Cabinet des Dr. Caligari. 1919  
 Lithograph, 27 1/8 x 37 inches.  
 Gift of Universum Film Aktien Gesellschaft.
- 301.67 STEINBERG, Saul (American, born Rumania 1914.)  
The Paris Review? 1967.  
 Silk screen, 40 x 25 5/8 inches.  
 Gift of Page, Arbitrio & Resen.
- 176.68 STEINLEN, Théophile (French, 1859-1923).  
A la Bodinière exposition T.A. Steinlen. 1894.  
 Lithograph, 23 3/4 x 31 1/2 inches.  
 Acquired by exchange.
- 496.51 Lait Pur de la Vingeanne Stérilisé. C. 1895.  
 Lithograph, 53 1/4 x 38 1/4 inches.  
 Gift of the Swiss Government.
- 177.68 STELLA, Frank (American, born 1936).  
Lincoln Center Festival '67. 1967  
 Offset lithograph on graph paper.  
 44 3/4 x 29 1/2 inches.  
 Gift of List Art Posters

- 178.68 SUTNAR, Ladislav (American, born Czechoslovakia 1897).  
Zdravotnická výstava. 1931.  
Offset lithograph, 37 x 23 5/8 inches.  
Gift of the designer.

- 179.68 TERRAZAS, Eduardo (Mexican, born 1936);  
WYMAN, Lance (American, born 1937).  
Mexico 68. 1967  
Offset lithograph, 35 x 34 inches.  
Gift of the Olympic Committee.

- 2273.67 TINGUELY, Jean (Swiss, born 1925).  
Machines Tinguely for Galerie Iolas Milano. 1966.  
Lithograph, 27 1/2 x 19 inches.  
Gift of Mr. and Mrs. Leo W. Farland.

- 684.66 TOOROP, Jan (Dutch, 1858-1928).  
Delftsche Slaolie. 1895.  
Lithograph, 36 1/2 x 24 1/8 inches.  
Acquired by exchange.

- 97.49 TOULOUSE-Lautrec, Henri de (French, 1864-1901).  
Divan Japonais. 1892.  
Lithograph, 31 7/8 x 24 9/16 inches.  
Purchase fund.

- 73.61 Reine de Joie. 1892.  
Lithograph, 59 x 38 3/4 inches.  
Gift of Mr. and Mrs. Richard Rodgers.

- 456.54 Jane Avril. 1893.  
Lithograph, 49 5/8 x 36 1/8 inches.  
Gift of A. Conger Goodyear.

- 170.46 Elles. 1896.  
Lithograph, 20 7/16 x 15 3/4 inches.  
Gift of Abby Aldrich Rockefeller.

- 591.40 Troupe de Mlle. Eglantine. 1896.  
Lithograph, 24 1/8 x 31 1/4 inches.  
Gift of Abby Aldrich Rockefeller.

- 167.46 Jane Avril. 1899.  
Lithograph, 22 x 14 inches.  
Gift of Abby Aldrich Rockefeller.

- 149.64 TREUMANN, Otto (Dutch, born Germany 1919).  
Chanoeka Joodse Feestdagen in het Joods  
Historisch Museum Amsterdam. 1963.  
Offset lithograph, 19 3/4 x 27 1/4 inches.  
Gift of the designer.
- 357.67 TROVA, Ernest (American, born 1927).  
Ernest Trova/Recent Sculpture/Pace Gallery. 1967.  
Silk screen, 25 7/8 x 26 3/8 inches.
- 291.38 TSCHICHOLD Jan (German, born 1902).  
Buster Keaton in: "Der General". 1927.  
Offset lithograph 47 3/4 x 32 1/2 inches.  
Gift of the designer.
- 356.37 Konstruktivisten Kunsthalle Basel. 1937.  
Offset lithograph, 51 3/4 x 35 1/2 inches.  
Purchase fund.
- 290.38 Der Berufsphotograph Gewerbemuseum Basel.  
1938.  
Offset lithograph, 24 x 35 1/2 inches.  
Gift of the designer.
- 349.67 TURBAYNE, A. (British)  
Macmillan's Illustrated Standard Novels. 1896.  
Lithograph, 34 5/8 x 22 1/2 inches.  
Acquired by exchange.
- 392.63 Unknown (American  
Paramarines. c.1942  
Offset lithograph, 60 x 38 3/4 inches.  
Anonymous gift.
- 203.68 Unknown (Dutch)  
6 Sonaten Avonden.  
Letterpress, 39 1/4 x 25
- 180.68 Unknown (German).  
Das Dritte Reich! 1930-1940  
Lithograph; 32 x 23 1/8 inches.  
Acquired by exchange.
- 83.61 Unknown (German)  
Der Golem. 1920  
Lithograph, 28 1/2 x 37 inches.  
Gift of Universal Film Aktien Gesellschaft.
- 181.68 Unknown (German)  
Die Meister des Bauhauses. 1920-1930.  
Linoleum cut, 36 x 23 1/8 inches.  
Gift of Philip Johnson

Unknown (German).

- 182.68 Zeichnet 5 1/2% dritte Kriegs-Anleihe. cl916  
Lithograph, 24 x 37 1/8 inches.  
Gift of Peter Muller-Munk.

VASARELY, Victor (born Hungary 1908).

- 276.67 Vasarely Sidney Janis New York January 66. 1966  
Offset lithograph. 27 1/4 x 22 1/4 inches.  
Gift of Poster Originals.

VELDE, Henri van de (Belgian, 1863-1957).

- 339.66 Tropon. 1899.  
Offset lithograph facsimile, 31 5/8 x 21 3/8 inches.  
Gift of Tropon-Werke

VIGNELLI, Massimo (Italian, born 1931).

- 15.63 31B XXXI Biennale Internazionale d'Arte. 1962.  
Offset lithograph, 38 1/2 x 26 3/4 inches.  
Gift of the designer.

- 278.65 Studio Verde Convegno. 1964.  
Offset lithograph, 55 x 38 1/4 inches.  
Gift of the designer.

VILLON, Jacques (French, 1875-1963).

- 246.51 Le Grillon American Bar Concert. 1899.  
Lithograph, 49 x 34 5/8 inches.  
Purchase fund.

VIVARELLI, Carlo (Swiss, born 1919).

- 498.51 Pour la Vieillesse Don Volontaire. 1949.  
Offset lithograph, 50 1/2 x 35 1/4 inches.  
Gift of the Swiss Government.

WARHOL, Andy (American, born 1925).

- 2303.67 Paris Review. 1967.  
Silk screen with die-cut holes.  
37 1/8 x 27 1/8 inches.  
Gift of Page, Arbitrio & Resen.

WHEELER, Dennis (American, born 1937).

- 768.63 Life Reach for the Skyline. 1963.  
Silk screen, 46 3/4 x 59 1/2 inches.  
Gift of Time Incorporated.

WHITMAN, Robert (American, born 1935).

- 394.63 Hole A theatrical Work by Robert Whitman. 1963.  
Offset lithograph, 22 1/4 x 16 3/4 inches.  
Gift of the Designer.

- 184.68 WILSON, Robert Wesley (American, born 1937).  
Grateful Dead Junior Wells Chicago Blues  
Band and The Doors. 1966.  
Offset lithograph, 22 3/4 x 14 inches.  
Gift of Joseph H. Heil.
- 185.68 From England The Mindbenders. 1966.  
Offset lithograph, 19 5/8 x 14 1/8 inches.  
Purchase fund.
- 186.68 The Association. 1966.  
Offset lithograph 19 11/16 x 13 3/4 inches.  
Purchase fund.

WYMAN, Lance See Terrazas, Eduardo.

- 926.65 YAMASHIRO, Ryuichi (Japanese, born 1920).  
Forest. 1954.  
Silk screen, 41 x 29 1/2 inches.  
Gift of the designer.

YANEZ, Maurice. See Runyan, Robert Miles.

YAVNO, Max. See Williams, Mason.

- 993.66 YOKOO, Tadanori (Japanese, born 1936).  
Recital at Kyoto Festival Hall. 1964.  
Offset lithograph, 28 3/8 x 20 1/2 inches.  
Gift of the designer.
- 995.66 Vocal Glupe Niji. 1964  
Silk screen, 41 1/4 x 28 7/8 inches.  
Gift of the designer.
- 996.66 Made in Japan Tadanori Yokoo. 1965.  
Silk screen, 43 x 31 1/8 inches.  
Gift of the designer.
- 997.66 Asahi Beer. 1966  
Offset lithograph, 40 1/2 x 28 5/8 inches.  
Gift of Porter McCray.
- 999.66 The City and Design Isamu Kurita. 1966.  
Silk screen, 41 x 29 1/2 inches.  
Gift of the designer.
- 998.66 Koshimaki Osen. 1966  
Silk screen, 41 1/2 x 29 3/8 inches.  
Gift of the designer.



2277.67 Takarazuka Grand Revue. 1966  
Silk screen, 40 1/2 x 28 5/8 inches.  
Gift of Mr. and Mrs. Leo W. Farland.

460.64 ZAGORSKI, Stanislaw (Polish, born 1933).  
Harlem Globetrotters. 1963.  
Offset lithograph, 38 1/4 x 26 1/2 inches.  
Gift of the designer.

260.65 ZIMMERMANN, Wolf (German, born 1925).  
5. Deutsches Amateur-Jazz-Festival Düsseldorf '59. 1959  
Offset lithograph. 23 1/4 x 32 7/8  
Gift of the designer.

205.68 ZWART, Piet (Dutch, born 1885).  
Internationale Tentoonstelling op Filmgebied ITF Film. 1928.  
Lithograph, 42 1/4 x 30 5/8 inches.

## The Museum of Modern Art

To ASSIGNMENT EDITORS, CITY DESKS, TV & RADIO

From ELIZABETH SHAW, DIRECTOR, DEPARTMENT OF PUBLIC INFORMATION, THE MUSEUM OF MODERN ART,  
11 WEST 53 STREET, NEW YORK, N.Y. 10019. Phone: 245-3200.

Date January 19, 1968

Re WORD AND IMAGE EXHIBITION

A poster 36 feet long and 10 feet high, installed at the entrance to the WORD AND IMAGE exhibition on the ground floor of The Museum of Modern Art, will be inscribed with the title of the show by 20 artists on Monday, January 22, beginning at twelve noon. The exhibition, which opens to the public on Thursday, January 25, includes more than 350 examples from the Museum's graphic design collection from 1879 to the present.

Mason Williams, who conceived the monster poster from a photograph by Max Yavno, a full-size reproduction of a Greyhound Bus, will be on hand to watch and participate in the graffiti ceremonies. Mr. Williams, a young West Coast designer, poet and folk singer, is a writer for the Smothers Brothers television show.

Among the artists who will decorate Mr. Williams' bus poster on Monday, are Ivan Chermayeff, Peter Gee, Herbert Matter, Alexander Katz, Peter Max and Milton Glaser. Each will be given a choice of paint, pens, crayons or pencils with which to write the name of the show WORD AND IMAGE in any way they wish and their signature. All are represented in the Museum's collection of posters and graphic design.

Williams made the bus poster last year. He began the project with Max Yavno's 4x5" negative that was blown up to a 16 x 20" print. Another negative was made, projected and printed in 16 sheets that he taped together with 120 feet of Scotch Brand double-faced tape.

Two hundred copies of the bus poster have been printed. Each is folded into a 11 pound cardboard box, 15" x 17" x 5". On the outside in large letters is the title "Bus" by Mason Williams. In smaller letters are the words "Warning Do Not Open in the Wind."

(more)

NOTE: Photographers should use the main entrance at 11 West 53 Street.

Please stop by the Information Desk for a pass to the gallery where the artists are working which is closed to the public.

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