The Museum of Modern Art, 11 West 53 Street, will devote its large second-floor gallery to an Exhibition of Posters by Cassandre which will be open to the public on Wednesday, January 15. Twenty-two posters in color and four original designs will be shown in a variety of sizes from less than two feet square to nearly fourteen by sixteen feet. The Exhibition, which will remain on view through Sunday, February 16, has been arranged by Miss Ernestine H. Fantl, Curator of the Museum's Department of Architecture and Industrial Art.

A. Mouron Cassandre is probably the foremost poster designer in the world. Born of French parents in Kharkov, Russia, in 1901, he is a French citizen and lives in Paris. Although he studied in the Académie Julian and in the free schools of Paris, he considers himself self-taught in his particular art. Many painters and illustrators have made designs for posters, but Cassandre is essentially a poster artist and not an easel painter. His first poster was published in 1922 and by 1923 his fame had been established. He has designed about 80 posters, which advertise steamships, wines, shoes, horse races, railways, magazines, fairs, tennis matches, newspapers and airlines. Gouache is his general medium, applied conventionally or with paint gun or stipple brush. He also uses montage and a form of stencil made by paper cutouts. He employs stylistically any of the manners of modern painting; examples of cubist and surrealist posters are shown in the Exhibition.

One of the most informal and ubiquitous of all the modern arts, posters are important because of their inescapable influence on everyday life. The eye meets them everywhere. In her foreword to the catalog of the Cassandre Exhibition, Miss Fantl writes: "Poster advertising is possibly as old as painting. It is but a step from the propagandizing of ideas to the advertising of specific objects. Babylon, Egypt, Assyria, Pompeii and Rome all used sign boards, announcements, reliefs that in form were the precursors of the modern poster."
"With the commercialization of the lithographic process, the poster as we know it today had its real beginning. Before that time placards had been illustrated with woodcuts. The first posters reproduced by lithography were black on white or colored paper. It was not until 1866 that three colors were used.

Advertising in general is geared to the intelligence of a child in order to insure universal comprehension. In America the main emphases are apparent: Sex Appeal (young ladies of fabulous face and figure); Statistics (different but equally fabulous figures); Fear (will your best friend tell you?)

None of these formulae appear in Cassandre's designs. His railway and steamship posters do not tell you how many miles of rail the company has laid or how many tons the steamship may draw. They merely give you the excitement and magic of travel, or make more incredible the incredible size of an ocean liner. The pretty girl whose head floats over Paris in the Fêtes de Paris poster provides the only direct sex appeal in the exhibition. Perhaps his most widely known posters are those of the little Dubonnet man who appears all over France in a great variety of sizes. His is the universal appeal of Mickey Mouse.

The sixteen-page catalog of the Cassandre Exhibition has a cover design made especially for it by Cassandre and includes nine plates illustrating his work. Its price is twenty-five cents.
MODERN PAINTINGS AND DRAWINGS
GIFT OF MRS. JOHN D. ROCKEFELLER, JR.

EXHIBITION, JANUARY 15 THROUGH FEBRUARY 16, 1936

THE MUSEUM OF MODERN ART, NEW YORK
1. The Battery (about 1916)  
   Watercolor, 13 1/2 x 19 1/2 inches

2. Family Picture (1930)  
   Oil on canvas, 25 1/2 x 39 1/2 inches

3. Under the Elevated  
   Watercolor, 5 1/2 x 8 7/8 inches

4. Study for "Parade" (1929)  
   Oil on paper, 20 1/8 x 13 7/8 inches

5. Parade (1930)  
   Oil on canvas, 49 1/2 x 56 1/2 inches

6. Museum (1932)  
   Pencil drawing, 13 5/8 x 8 7/8 inches

7. Harps (1932)  
   Pencil drawing, 13 1/2 x 12 1/2 inches

8. Obelisk (1932)  
   Pencil drawing, 16 1/2 x 12 inches

9. Eleemosyna (1933)  
   Pencil drawing, 13 5/8 x 10 1/2 inches

10. Landscape  
    Ink drawing, 10 3/4 x 16 3/4 inches

11. George Biddle Playing the Flute (1929)  
    Oil on canvas, 40 1/2 x 30 1/2 inches

12. Standing Figure  
    Pencil drawing, 23 x 16 inches

13. Rogues' Gallery (1916)  
    Watercolor, 13 5/8 x 19 5/8 inches

14. The City (1916)  
    Watercolor, 13 3/8 x 19 3/8 inches

15. Insects at Twilight (1917)  
    Watercolor, 14 x 19 1/2 inches

16. Garden of Memories (1917)  
    Watercolor, 25 1/2 x 22 1/2 inches

17. Beech Trees (1917)  
    Watercolor, 21 1/4 x 17 inches

18. The First Hepaticas (1918)  
    Watercolor, 21 1/2 x 27 1/2 inches

19. The Interurban Line (1920)  
    Watercolor, 14 1/2 x 20 1/2 inches

20. Self Portrait (about 1926)  
    Oil on composition board, 18 5/8 x 14 inches

21. Adam and Eve (1910)  
    Black wash and watercolor, 7 3/4 x 11 3/4 inches

22. Angelo's Place (1929)  
    Oil on canvas, 25 x 34 1/2 inches

23. Sketch for "Cherry Hill"  
    Gouache, 10 5/8 x 7 7/8 inches

24. Composition No. 3 (about 1934)  
    Ink drawing, 21 1/4 x 29 1/4 inches

25. Composition No. 5 (about 1934)  
    Ink drawing, 21 1/4 x 29 1/4 inches
DEMUTH, Charles
American, 1883-1934
26. Strolling (1912)
Watercolor, 8 1/2 x 5 1/8 inches

27. Flowers (1915)
Watercolor, 8 1/2 x 11 inches

Watercolor, 12 7/8 x 7 7/8 inches

29. At Laura’s (1916)
Watercolor, 8 1/2 x 10 1/2 inches

30. Eight O’clock (1917)
Watercolor, 7 7/8 x 10 1/8 inches

31. At a House in Harley Street (1918)
Watercolor, 8 x 11 inches

DERAIN, André
French, born 1880
32. Acrobats (1919)
Watercolor, 12 7/8 x 7 7/8 inches

33. Stairs, Provincetown (1920)
Watercolor, 23 1/2 x 19 3/8 inches

34. In the Key of Blue (about 1920)
Gouache, 19 1/2 x 15 5/8 inches

35. Corn and Peaches (1923)
Watercolor, 13 1/2 x 19 1/2 inches

36. Bacchic Dance (about 1906)
Watercolor, 19 1/2 x 25 1/2 inches

37. Harlem River
Oil on canvas, 16 1/8 x 30 1/2 inches

38. Plums on a Plate (1926)
Oil on canvas, 14 x 20 1/4 inches

39. Still Life (1926)
Pastel, 21 x 14 inches

40. Environs of New York
Pastel, 11 1/2 x 14 1/2 inches

DICKINSON, Preston
American, 1891-1930
41. Child with Doll (1928)
Oil on wood, 29 1/2 x 15 1/2 inches

42. Americans in Paris (1927)
Oil on canvas, 30 x 36 3/8 inches

43. In the Studio
Oil on composition board, 22 1/2 x 14 1/2 inches

DIX, Otto
German, born 1891

44. Fantasia (1928)
Watercolor, 11 1/2 x 15 1/8 inches

45. Wind-blown Trees (1932)
Watercolor, 13 3/8 x 17 7/8 inches

46. Nude (1913)
Ink drawing, 15 x 10 inches

47. Still Life (1934)
Oil on wood, 12 5/8 x 15 inches

DUI BOIS, Guy Pène
American, born 1884

48. Tahitian Girl (1903)
Watercolor, 13 x 8 1/2 inches

49. The Hudson (1925)
Watercolor and ink, 17 1/4 x 23 1/2 inches

EILSHEMIUS, Louis
American, born 1864

50. Riding Ponies, Palisades Amusement Park (1936)
Watercolor and pastel, 13 5/8 x 12 inches
51. Merry-go-round, (Oaxaca, Mexico, 1927)  
Watercolor, 17 1/2 x 23 1/2 inches

52. The Jury (Mexico, 1927)  
Ink, wash and charcoal, 14 1/4 x 19 inches

53. Fruit Packers (Tehuantepec, Mexico, 1927)  
Watercolor and ink, 17 1/2 x 23 1/2 inches

54. Orchestra at Cock Fight (Mexico, 1928)  
Watercolor and pastel, 17 5/8 x 23 5/8 inches

55. The Sultan's Messenger (Fez, Morocco, 1929)  
Watercolor and pastel, 16 3/8 x 22 3/8 inches

56. Horse Sale - Trying the Horses (Fez, Morocco, 1929)  
Watercolor, 17 1/2 x 23 1/2 inches

57. Waterfront, Palma, Majorca (1929)  
Ink, wash and charcoal, 14 1/4 x 19 inches

58. Landscape (1922)  
Watercolor, 18 1/2 x 23 1/2 inches

59. Pouter Pigeons (1928)  
Gouache, 14 1/4 x 18 inches

60. Mrs. Acorn's Parlor (Rockland, Maine, 1928)  
Watercolor, 14 x 20 inches

61. Box Factory, Gloucester (1928)  
Watercolor, 14 x 20 inches

62. Three Figures (1928)  
Gouache, 13 7/8 x 19 1/8 inches

63. Homestead  
Oil on canvas, 24 x 27 inches

64. South Truro Church (1924)  
Oil on canvas, 24 1/4 x 27 1/2 inches

65. Seated Nude (1929)  
Oil on canvas, 40 x 30 inches

66. Hilda (1930)  
Watercolor, 9 1/2 x 13 1/2 inches

67. Fishing Village (1932)  
Watercolor, 10 x 14 3/4 inches

68. Standing Figure  
Drawing in brown ink, 14 x 7 inches

69. Seated Nude  
Drawing in brown ink, 13 1/2 x 9 7/8 inches

70. Slavery (1925)  
Gouache, 10 x 14 inches

71. Head (1929)  
Oil on canvas, 23 x 16 1/2 inches

72. The Ruin (1930)  
Oil on canvas, 25 5/8 x 36 1/2 inches

HECKEL, Erich  
German, born 1893

HILDE, Hilaire  
American, born 1900

HOPPER, Edward  
American, born 1882

JACOB, Max  
French, born 1876

KANE, John  
American, 1859-1934

KANTOR, Morris  
American, born 1896

KARFIOL, Bernard  
American, born 1886

KLEE, Paul  
Swiss, born 1879

KOPPAN, Benjamin  
American, born 1887
KROHG, Per
Norwegian, born 1889

KUHN, Walt
American, born 1880

KUNIYOSHI, Yasuo
American, born 1893

MARIN, John
American, born 1870

MARQUET, Albert
French, born 1875

MATSUZ, Henri-
French, born 1869

MAURY, Jacques
French, born 1892

MAURER, Alfred H.
American, 1868-1932

MODIGLIANI, Amedeo
Italian, 1884-1920

NASH, Tom
English

O'KEEFFE, Georgia
American, born 1887

OROZCO, José Clemente
Mexican, born 1883

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73. Rain
Gouache, 11 x 15 ½ inches

74. Apples in the Hay (1932)
30 x 40 inches

75. Woman in Clown Costume (1928)
Ink drawing, 18 x 11 3/8 inches

76. Girl from Show Boat (1928)
Ink drawing, 16 5/8 x 9 3/8 inches

77. Fisherman (1924)
Lithographic crayon and ink, 21 x 27 inches

78. Plant (1935)
Lithographic crayon and ink, 20 x 13 ½ inches

79. Camden Mountain across the Bay (1922)
Watercolor, 17 ½ x 20 ½ inches

80. The Jetty (1929)
Watercolor, 8 7/8 x 11 1/8 inches

81. Bather (about 1906)
Oil on canvas, 36 x 29 1/2 inches

82. Gourds (1916)
Oil on canvas, 25 ½ x 32 inches

83. Girl in Feathered Hat (1916)
Ink drawing, 14 3/8 x 18 3/8 inches

84. Seated Nude
Pencil drawing, 15 x 10 7/8 inches

85. In Port
Oil on composition board, 11 5/8 x 11 ½ inches

86. The Louvre and the Artist
Gouache, 10 x 13 ½ inches

87. Picaso
Gouache, 10 x 13 ½ inches

88. Flowers in Green Vase (1928)
Watercolor and gouache, 31 3/8 x 17 3/4 inches

89. Man with a Hat
Pencil drawing, 18 7/8 x 11 ½ inches

90. Seated Nude
Pencil drawing, 16 ½ x 10 inches

91. The Wash Line
Oil on paper, 9 ½ x 13 5/8 inches

92. Banana Flower (Bermuda, 1933)
Charcoal drawing, 21 ½ x 14 ½ inches

93. Katchina (New Mexico, 1934)
Charcoal drawing, 25 x 18 7/8 inches

94. Eagle Claw and Bean Necklace (1934)
Charcoal drawing, 18 7/8 x 25 1/8 inches

95. Katchina (New Mexico, 1934)
Charcoal drawing, 25 1/8 x 18 7/8 inches

96. The Subway. (1928)
Oil on canvas, 16 1/8 x 22 1/8 inches
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<th>Artwork</th>
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<td>Watercolor, 8 3/8 x 9 5/8 inches</td>
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<td>Picnickers</td>
<td>Watercolor, 7 1/8 x 10 3/8 inches</td>
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<td>Cab in Havana</td>
<td>Watercolor, 4 3/4 x 6 5/8 inches</td>
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<td>Port of Havana</td>
<td>Watercolor, 4 3/4 x 7 1/2 inches</td>
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<td>Bearing Flowers</td>
<td>Drawing touched with watercolor, 13 1/2 x 18 1/2 inches</td>
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<td>Still Life</td>
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<td>Dancers</td>
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<td>Camp Vittoria Emanuele, Siena</td>
<td>Watercolor, 11 1/2 x 15 1/2 inches</td>
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<td>Festival, Venice</td>
<td>Watercolor, 16 5/8 x 14 inches</td>
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<td>The East River</td>
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<td>April Snow, Salem</td>
<td>Watercolor, 14 1/4 x 21 5/8 inches</td>
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<tr>
<td>Landscape</td>
<td>Watercolor, 14 1/4 x 18 inches</td>
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<td>Revery</td>
<td>Pastel, 21 x 14 1/2 inches</td>
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<td>Seated Nude</td>
<td>Sanguine drawing, 19 3/8 x 13 3/8 inches</td>
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<td>Man with Spectacles</td>
<td>Watercolor, 11 1/2 x 6 5/8 inches</td>
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<td>Monique</td>
<td>Gouache and pastel, 20 x 14 inches</td>
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<td>The Road is Long</td>
<td>Watercolor and pastel, 10 1/2 x 13 inches</td>
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<td>Danger on the Stairs</td>
<td>Oil on canvas, 36 1/4 x 23 1/4 inches</td>
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<tr>
<td>Bartolomeo Vanzetti and Nicola Sacco</td>
<td>Gouache, 10 1/2 x 14 1/2 inches</td>
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<td>Tiger Lilies</td>
<td>Pencil drawing, 15 x 11 inches</td>
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<td>Tulips and Etruscan Vase</td>
<td>Pencil drawing, 21 x 15 3/4 inches</td>
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<td>Self Portrait</td>
<td>Black conte crayon, 19 3/8 x 25 1/4 inches</td>
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<tr>
<td>American Landscape</td>
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<tr>
<td>Bucks County Barns</td>
<td>Oil on canvas, 24 x 30 inches</td>
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<tr>
<td>Still Life</td>
<td>Black conte crayon, 22 x 16 inches</td>
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SPENCER, Niles
American, born 1893

STEER, P. Wilson
English, born 1860

VERGÉ-SARRAT, Henri
French, born 1884

WALKOWITZ, Abraham
American, born 1880

WEBER, Max
American, born 1881

ZORACH, Marguerite
American, born 1888

ZORACH, William
American, born 1887

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121. City Walls (1931)
Oil on canvas, 394 x 28f inches

122. Sandwich Bay (1931)
Watercolor, 94 x 12f inches

123. Assouan (1930)
Gouache and ink, 164 x 13f inches

124. Hudson River Landscape with Figures
Watercolor, 213 x 29f inches

125. Still Life with Chinese Teapot
Oil on canvas, 30 x 24f inches

126. Head (1929)
Charcoal on board, 16 1/8 x 13 inches

127. Saturday Night in a New England Kitchen (1915)
Watercolor, 11 1/8 x 15 1/8 inches

128. The Country Sociable, New England (1915)
Watercolor, 12 x 17f inches

129. The Pollanders Family (1915)
Watercolor, 12 3/8 x 16 7/8 inches

130. New England Interior (1915)
Watercolor, 10 7/8 x 15 5/8 inches

131. Kitchen Interior (1915)
Watercolor, 10 7/8 x 14f inches

132. Resting (1915)
Watercolor, 12 x 15 inches

133. Portrait of Yasuo Kuniyoshi
Pencil drawing, 185/8 x 13 inches

134. Spring (1927)
Watercolor, 15 1/8 x 22 inches

135. Fisherman (1927)
Watercolor, 14 5/8 x 21f inches