

*Mr. Townsend* 18

**THE MUSEUM OF MODERN ART**  
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

FOR IMMEDIATE RELEASE

1936-49

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 M. 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 Academie 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.

MORE

"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

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BEAL, Gifford  
American, born 1879

BECKMANN, Max  
German, born 1884

BELLOWS, George  
American, born 1882

BLUME, Peter  
American, born 1906

BRANCHARD, Émile  
American, born 1881

BROOK, Alexander  
American, born 1898

BURCHFIELD, Charles  
American, born 1893

CANADÉ, Vincent  
American, born 1879

CHAGALL, Marc  
Russian, born 1887

COLEMAN, Glenn O.  
American, 1887-1932

DAVIS, Stuart  
American, born 1892

1. The Battery (about 1916)  
Watercolor,  $13\frac{1}{4}$  x  $19\frac{1}{2}$  inches
2. Family Picture (1920)  
Oil on canvas,  $25\frac{1}{2}$  x  $39\frac{3}{4}$  inches
3. Under the Elevated  
Watercolor,  $5\frac{3}{4}$  x  $8\frac{7}{8}$  inches
4. Study for "Parade" (1929)  
Oil on paper,  $20\frac{1}{8}$  x  $13\frac{7}{8}$  inches
5. Parade (1930)  
Oil on canvas,  $49\frac{1}{4}$  x  $56\frac{1}{4}$  inches
6. Museum (1932)  
Pencil drawing,  $13\frac{5}{8}$  x  $8\frac{7}{8}$  inches
7. Harps (1932)  
Pencil drawing,  $13\frac{1}{2}$  x  $12\frac{1}{4}$  inches
8. Obelisk (1932)  
Pencil drawing,  $16\frac{1}{2}$  x 12 inches
9. Elemosina (1933)  
Pencil drawing,  $13\frac{5}{8}$  x  $10\frac{1}{2}$  inches
10. Landscape  
Ink drawing,  $10\frac{1}{2}$  x  $16\frac{1}{2}$  inches
11. George Biddle Playing the Flute (1929)  
Oil on canvas,  $40\frac{1}{4}$  x  $30\frac{1}{4}$  inches
12. Standing Figure  
Pencil drawing, 23 x 16 inches
13. Rogues' Gallery (1916)  
Watercolor,  $13\frac{5}{8}$  x  $19\frac{5}{8}$  inches
14. The City (1916)  
Watercolor,  $13\frac{3}{8}$  x  $19\frac{3}{8}$  inches
15. Insects at Twilight (1917)  
Watercolor, 14 x  $19\frac{3}{4}$  inches
16. Garden of Memories (1917)  
Watercolor,  $25\frac{3}{4}$  x  $22\frac{1}{2}$  inches
17. Beech Trees (1917)  
Watercolor,  $21\frac{1}{4}$  x 17 inches
18. The First Hepaticas (1918)  
Watercolor,  $21\frac{1}{2}$  x  $27\frac{1}{2}$  inches
19. The Interurban Line (1920)  
Watercolor,  $14\frac{3}{4}$  x  $20\frac{3}{4}$  inches
20. Self Portrait (about 1926)  
Oil on composition board,  $18\frac{5}{8}$  x 14 inches
21. Adam and Eve (1910)  
Black wash and watercolor,  $7\frac{3}{4}$  x  $11\frac{3}{8}$  inches
22. Angelo's Place (1929)  
Oil on canvas, 25 x  $34\frac{1}{4}$  inches
23. Sketch for "Cherry Hill"  
Gouache,  $10\frac{5}{8}$  x  $7\frac{7}{8}$  inches
24. Composition No. 3 (about 1934)  
Ink drawing,  $21\frac{1}{4}$  x  $29\frac{3}{4}$  inches
25. Composition No. 5 (about 1934)  
Ink drawing,  $21\frac{3}{4}$  x  $29\frac{3}{4}$  inches

DEMUTH, Charles  
American, 1883-1934

26. Strolling (1912)  
Watercolor,  $8\frac{1}{2}$  x  $5\frac{1}{8}$  inches
27. Flowers (1915)  
Watercolor,  $8\frac{1}{2}$  x 11 inches
28. In Vaudeville (1916)  
Watercolor,  $12\frac{7}{8}$  x  $7\frac{7}{8}$  inches
29. At Laura's (1916)  
Watercolor,  $8\frac{1}{2}$  x  $10\frac{3}{4}$  inches
30. Eight O'clock (1917)  
Watercolor,  $7\frac{7}{8}$  x  $10\frac{1}{8}$  inches
31. At a House in Harley Street (1918)  
Watercolor, 8 x 11 inches
32. Acrobats (1919)  
Watercolor,  $12\frac{7}{8}$  x  $7\frac{7}{8}$  inches
33. Stairs, Provincetown (1920)  
Watercolor,  $23\frac{1}{2}$  x  $19\frac{3}{8}$  inches
34. In the Key of Blue (about 1920)  
Gouache,  $19\frac{1}{2}$  x  $15\frac{1}{2}$  inches

DERAIN, André  
French, born 1880

35. Corn and Peaches (1929)  
Watercolor,  $13\frac{3}{4}$  x  $19\frac{3}{4}$  inches
36. Bacchic Dance (about 1906)  
Watercolor,  $19\frac{1}{2}$  x  $25\frac{1}{2}$  inches
37. Harlem River  
Oil on canvas,  $16\frac{1}{8}$  x  $20\frac{1}{4}$  inches

DICKINSON, Preston  
American, 1891-1930

38. Plums on a Plate (1926)  
Oil on canvas, 14 x  $20\frac{1}{4}$  inches
39. Still Life (1926)  
Pastel, 21 x 14 inches
40. Environs of New York  
Pastel,  $11\frac{1}{2}$  x  $11\frac{1}{4}$  inches

DIX, Otto  
German, born 1891

41. Child with Doll (1928)  
Oil on wood,  $29\frac{1}{4}$  x  $15\frac{1}{4}$  inches

DU BOIS, Guy Pène  
American, born 1884

42. Americans in Paris (1927)  
Oil on canvas, 29 x  $36\frac{1}{2}$  inches

EILSHEMIUS, Louis  
American, born 1864

43. In the Studio  
Oil on composition board,  $22\frac{1}{2}$  x  $14\frac{1}{4}$  inches

FREE, Karl  
American, born 1903

44. Fantasia (1928)  
Watercolor,  $11\frac{1}{2}$  x  $15\frac{1}{8}$  inches
45. Wind-blown Trees (1932)  
Watercolor,  $13\frac{1}{2}$  x  $17\frac{7}{8}$  inches

GAUDIER-BRZESKA, Henri  
French, 1891-1915

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

GRIS, Juan  
(José Gonzales)  
Spanish, 1887-1927

47. Still Life (1916)  
Oil on wood,  $12\frac{5}{8}$  x 15 inches

HART, George O. ("Pop")  
American, 1868-1933

48. Tahitian Girl (1903)  
Watercolor, 13 x  $8\frac{1}{2}$  inches
49. The Hudson (1925)  
Watercolor and ink,  $17\frac{1}{4}$  x  $23\frac{1}{4}$  inches
50. Riding Ponies, Palisades Amusement Park (1936)  
Watercolor and pastel,  $13\frac{3}{4}$  x 12 inches

HART (Continued)

51. Merry-go-round, (Oaxaca, Mexico, 1927)  
Watercolor,  $17\frac{1}{4}$  x  $23\frac{1}{4}$  inches
52. The Jury (Mexico, 1927)  
Ink, wash and charcoal,  $14\frac{1}{4}$  x  $19\frac{1}{4}$  inches
53. Fruit Packers (Tehuantepec, Mexico, 1927)  
Watercolor and ink,  $17\frac{1}{4}$  x  $23\frac{1}{4}$  inches
54. Orchestra at Cock Fight (Mexico, 1928)  
Watercolor and pastel,  $17\frac{5}{8}$  x  $23\frac{5}{8}$  inches
55. The Sultan's Messenger (Fez, Morocco, 1929)  
Watercolor and pastel,  $16\frac{3}{8}$  x  $22\frac{3}{8}$  inches
56. Horse Sale - Trying the Horses (Fez, Morocco, 1929)  
Watercolor,  $17\frac{1}{4}$  x  $23\frac{1}{2}$  inches
57. Waterfront, Palma, Majorca (1929)  
Ink, wash and charcoal,  $14\frac{1}{4}$  x  $19\frac{1}{4}$  inches

HECKEL, Erich  
German, born 1893

HILER, 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

58. Landscape (1922)  
Watercolor,  $18\frac{1}{4}$  x  $23\frac{1}{4}$  inches
59. Pouter Pigeons (1928)  
Gouache,  $14\frac{3}{4}$  x 18 inches
60. Mrs. Acorn's Parlor (Rockland, Maine, 1926)  
Watercolor, 14 x 20 inches
61. Box Factory, Gloucester (1928)  
Watercolor, 14 x 20 inches
62. Three Figures (1928)  
Gouache,  $13\frac{7}{8}$  x  $12\frac{1}{4}$  inches
63. Homestead  
Oil on canvas, 24 x 27 inches
64. South Truro Church (1934)  
Oil on canvas,  $24\frac{1}{4}$  x  $27\frac{1}{4}$  inches
65. Seated Nude (1929)  
Oil on canvas, 40 x 30 inches
66. Hilda (1929)  
Watercolor,  $9\frac{1}{4}$  x  $13\frac{1}{4}$  inches
67. Fishing Village (1932)  
Watercolor, 10 x  $14\frac{3}{4}$  inches
68. Standing Figure  
Drawing in brown ink, 14 x 7 inches
69. Seated Nude  
Drawing in brown ink,  $13\frac{3}{4}$  x  $9\frac{7}{8}$  inches
70. Slavery (1925)  
Gouache, 10 x 14 inches
71. Head (1929)  
Oil on canvas, 23 x  $18\frac{1}{4}$  inches
72. The Ruin (1930)  
Oil on canvas,  $25\frac{5}{8}$  x  $36\frac{1}{4}$  inches

KLEE, Paul  
Swiss, born 1879

KOPMAN, 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

MATISSE, Henri-  
French, born 1869

MAUNY, 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

73. Rain  
Gouache,  $11\frac{1}{4}$  x  $15\frac{1}{2}$  inches

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

75. Woman in Clown Costume (1928)  
Ink drawing, 16 x  $11\frac{3}{8}$  inches

76. Girl from Show Boat (1928)  
Ink drawing,  $16\frac{5}{8}$  x  $9\frac{3}{8}$  inches

77. Fisherman (1924)  
Lithographic crayon and ink,  $21\frac{1}{2}$  x  $27\frac{1}{2}$  inches

78. Plant (1925)  
Lithographic crayon and ink, 20 x  $13\frac{1}{2}$  inches

79. Camden Mountain across the Bay (1922)  
Watercolor,  $17\frac{1}{4}$  x  $20\frac{1}{2}$  inches

80. The Jetty (1928)  
Watercolor,  $8\frac{7}{8}$  x  $11\frac{1}{8}$  inches

81. Bather (about 1908)  
Oil on canvas,  $36\frac{1}{2}$  x  $29\frac{1}{4}$  inches

82. Gourds (1916)  
Oil on canvas,  $25\frac{1}{2}$  x 32 inches

83. Girl in Feathered Hat (1918)  
Ink drawing,  $14\frac{3}{8}$  x  $18\frac{1}{2}$  inches

84. Seated Nude  
Pencil drawing, 15 x  $10\frac{7}{8}$  inches

85. In Port  
Oil on composition board,  $11\frac{5}{8}$  x  $11\frac{1}{2}$  inches

86. The Louvre and the Artist  
Gouache, 10 x  $13\frac{1}{2}$  inches

87. Picasso  
Gouache, 10 x  $13\frac{1}{2}$  inches

88. Flowers in Green Vase (1928)  
Watercolor and gouache,  $21\frac{3}{8}$  x  $17\frac{3}{4}$  inches

89. Man with a Hat  
Pencil drawing,  $18\frac{7}{8}$  x  $11\frac{1}{2}$  inches

90. Seated Nude  
Pencil drawing,  $16\frac{1}{2}$  x 10 inches

91. The Wash Line  
Oil on paper,  $9\frac{1}{2}$  x  $13\frac{5}{8}$  inches

92. Banana Flower (Bermuda, 1933)  
Charcoal drawing,  $21\frac{3}{4}$  x  $14\frac{3}{4}$  inches

93. Katchina (New Mexico, 1934)  
Charcoal drawing, 25 x  $18\frac{7}{8}$  inches

94. Eagle Claw and Bean Necklace (1934)  
Charcoal drawing,  $18\frac{7}{8}$  x  $25\frac{1}{8}$  inches

95. Katchina (New Mexico, 1934)  
Charcoal drawing,  $25\frac{1}{8}$  x  $18\frac{7}{8}$  inches

96. The Subway. (1928)  
Oil on canvas,  $16\frac{1}{8}$  x  $22\frac{1}{8}$  inches

PASCIN, Jules  
Bulgarian, 1885-1930

97. Girls on Bench  
Watercolor, 8 3/8 x 9 5/8 inches

98. Picnickers  
Watercolor, 7 1/8 x 10 3/4 inches

99. Cab in Havana  
Watercolor, 4 1/2 x 6 5/8 inches

100. Port of Havana  
Watercolor, 4 3/4 x 7 1/2 inches

101. Bearing Flowers  
Drawing touched with watercolor,  
13 1/4 x 18 1/2 inches

PICASSO, Pablo  
Spanish, born 1881

102. Still Life (1918)  
Watercolor and gouache, 5 1/2 x 4 1/2 inches

103. Dancers (1925)  
Ink drawing, 13 1/2 x 10 inches

PRENDERGAST, Maurice  
American, 1859-1924

104. Camp Vittoria Emanuele, Siena (1898)  
Watercolor, 11 1/4 x 13 3/4 inches

105. Festival, Venice (1898)  
Watercolor, 16 5/8 x 14 inches

106. The East River (1901)  
Watercolor, 13 3/4 x 19 3/4 inches

107. April Snow, Salem (1906-07)  
Watercolor, 14 3/4 x 21 5/8 inches

107A. Landscape  
Watercolor, 14 1/2 x 18 inches

REDON, Odilon  
French, 1840-1916

108. Reverie  
Pastel, 21 x 14 1/4 inches

109. Seated Nude  
Sanguine drawing, 19 3/8 x 13 3/8  
inches

ROUAULT, Georges  
French, born 1871

110. Man with Spectacles (1917)  
Watercolor, 11 3/4 x 6 5/8 inches

111. Monique (1929)  
Gouache and pastel, 20 x 14 inches

112. The Road is Long (1929)  
Watercolor and pastel, 19 1/4 x 13 inches

ROY, Pierre  
French, born 1880

113. Danger on the Stairs  
Oil on canvas, 36 1/4 x 23 3/4 inches

SHAHN, Ben  
American, born 1898

114. Bartolomeo Vanzetti and Nicola Sacco  
(1932)  
Gouache, 10 1/2 x 14 1/2 inches

SHEELER, Charles  
American, born 1883

115. Tiger Lilies  
Pencil drawing, 15 x 11 inches

116. Tulips and Etruscan Vase (1922)  
Pencil drawing, 21 x 15 3/4 inches

117. Self Portrait (1923)  
Black conté crayon, 19 3/8 x 25 1/2 inches

118. American Landscape (1930)  
Oil on canvas, 24 x 31 inches

119. Bucks County Barns (1932)  
Oil on canvas, 24 x 30 inches

120. Still Life (1933)  
Black conte crayon, 22 x 16 inches



SPENCER, Niles  
American, born 1893

121. City Walls (1921)  
Oil on canvas,  $39\frac{1}{2}$  x  $28\frac{3}{4}$  inches

STEER, P. Wilson  
English, born 1860

122. Sandwich Bay (1931)  
Watercolor,  $9\frac{1}{4}$  x  $12\frac{1}{4}$  inches

VERGE-SARRAT, Henri  
French, born 1884

123. Assouan (1930)  
Gouache and ink,  $16\frac{1}{4}$  x  $13\frac{1}{4}$  inches

WALKOWITZ, Abraham  
American, born 1880

124. Hudson River Landscape with Figures  
Watercolor,  $21\frac{1}{4}$  x  $29\frac{1}{4}$  inches

WEBER, Max  
American, born 1881

125. Still Life with Chinese Teapot  
Oil on canvas, 20 x  $24\frac{1}{4}$  inches

126. Head (1929)  
Charcoal on board, 16  $\frac{1}{8}$  x 13 inches

ZORACH, Marguerite  
American, born 1888

127. Saturday Night in a New England  
Kitchen (1915)  
Watercolor, 11  $\frac{1}{8}$  x 15  $\frac{1}{8}$  inches

128. The Country Sociable, New England  
(1915)  
Watercolor, 12 x  $17\frac{1}{4}$  inches

129. The Pollanders Family (1915)  
Watercolor, 12  $\frac{3}{8}$  x 16  $\frac{7}{8}$  inches

130. New England Interior (1915)  
Watercolor, 10  $\frac{7}{8}$  x 15  $\frac{5}{8}$  inches

131. Kitchen Interior (1915)  
Watercolor, 10  $\frac{7}{8}$  x  $14\frac{1}{2}$  inches

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

133. Portrait of Yasuo Kuniyoshi  
Pencil drawing,  $18\frac{1}{4}$  x 13 inches

ZORACH, William  
American, born 1887

134. Spring (1927)  
Watercolor, 15  $\frac{1}{8}$  x 22 inches

135. Fisherman (1927)  
Watercolor, 14  $\frac{5}{8}$  x  $21\frac{3}{4}$  inches