FOR IMMEDIATE RELEASE

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 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
1. The Battery (about 1916)
   Watercolor, 13½ x 19½ inches

2. Family Picture (1930)
   Oil on canvas, 25½ x 39½ inches

3. Under the Elevated
   Watercolor, 52 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, 49½ x 56½ inches

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

7. Harps (1932)
   Pencil drawing, 13½ x 12½ inches

8. Obelisk (1932)
   Pencil drawing, 16½ x 12 inches

9. Eleemosyna (1933)
   Pencil drawing, 13 5/8 x 10½ inches

10. Landscape
    Ink drawing, 10½ x 16½ inches

11. George Biddle Playing the Flute (1929)
    Oil on canvas, 40½ x 30½ 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 19½ inches

16. Garden of Memories (1917)
    Watercolor, 25½ x 22½ inches

17. Beech Trees (1917)
    Watercolor, 21¾ x 17 inches

18. The First Hepaticas (1918)
    Watercolor, 21¼ x 27¾ inches

19. The Interurban Line (1920)
    Watercolor, 14¼ x 20¼ inches

20. Self Portrait (about 1936)
    Oil on composition board, 18 5/8 x 14 inches

21. Adam and Eve (1910)
    Black wash and watercolor, 7 3/4 x 11 3/8 inches

22. Angelo's Place (1929)
    Oil on canvas, 25 x 34½ inches

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

24. Composition No. 3 (about 1934)
    Ink drawing, 21¼ x 29½ inches

25. Composition No. 5 (about 1934)
    Ink drawing, 21¼ x 29½ inches
DEMUTH, Charles
American, 1883-1934

26. Strolling (1912)
Watercolor, 8½ x 5 1/8 inches

27. Flowers (1915)
Watercolor, 8½ x 11 inches

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

29. At Laura's (1916)
Watercolor, 8 1/2 x 10 3/8 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

32. Acrobat (1919)
Watercolor, 12 7/8 x 7 7/8 inches

33. Stairs, Provincetown (1920)
Watercolor, 23 3/4 x 19 3/4 inches

34. In the Key of Blue (about 1920)
Gouache, 19 3/4 x 15 3/4 inches

35. Corn and Peaches (1929)
Watercolor, 13 3/4 x 19 1/4 inches

36. Bacchic Dance (about 1906)
Watercolor, 19 1/4 x 25 3/4 inches

37. Harlem River
Oil on canvas, 16 1/8 x 20 1/2 inches

38. Plums on a Plate (1926)
Oil on canvas, 14 x 20 1/2 inches

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

40. Environ of New York
Pastel, 11 3/4 x 14 3/4 inches

41. Child with Doll (1928)
Oil on wood, 20 3/4 x 15 3/4 inches

42. Americans in Paris (1927)
Oil on canvas, 29 x 36 3/4 inches

43. In the Studio
Oil on composition board, 22 3/4 x 14 3/4 inches

44. Fantasia (1928)
Watercolor, 11 3/4 x 15 1/8 inches

45. Wind-blown Trees (1922)
Watercolor, 13 1/8 x 17 7/8 inches

46. Nude (1913)
Ink drawing, 15 1/4 x 10 inches

47. Still Life (1916)
Oil on wood, 12 5/8 x 15 inches

48. Tahitian Girl (1903)
Watercolor, 13 x 8 1/4 inches

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

50. Riding Ponies, Palisades Amusement Park (1926)
Watercolor and pastel, 13 3/4 x 12 inches

DERAIN, André
French, born 1880

31. Strolling (1912)
Watercolor, 8½ x 5 1/8 inches

37. Flowers (1915)
Watercolor, 8½ x 11 inches

38. In Vaudeville (1916)
Watercolor, 12 7/8 x 7 7/8 inches

39. At Laura's (1916)
Watercolor, 8 1/2 x 10 3/8 inches

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

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

42. Acrobat (1919)
Watercolor, 12 7/8 x 7 7/8 inches

43. Stairs, Provincetown (1920)
Watercolor, 23 3/4 x 19 3/4 inches

44. In the Key of Blue (about 1920)
Gouache, 19 3/4 x 15 3/4 inches

45. Corn and Peaches (1929)
Watercolor, 13 3/4 x 19 1/4 inches

46. Bacchic Dance (about 1906)
Watercolor, 19 1/4 x 25 3/4 inches

47. Harlem River
Oil on canvas, 16 1/8 x 20 1/2 inches

48. Plums on a Plate (1926)
Oil on canvas, 14 x 20 1/2 inches

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

50. Environ of New York
Pastel, 11 3/4 x 14 3/4 inches

51. Child with Doll (1928)
Oil on wood, 20 3/4 x 15 3/4 inches

52. Americans in Paris (1927)
Oil on canvas, 29 x 36 3/4 inches

53. In the Studio
Oil on composition board, 22 3/4 x 14 3/4 inches

54. Fantasia (1928)
Watercolor, 11 3/4 x 15 1/8 inches

55. Wind-blown Trees (1922)
Watercolor, 13 1/8 x 17 7/8 inches

56. Nude (1913)
Ink drawing, 15 1/4 x 10 inches

57. Still Life (1916)
Oil on wood, 12 5/8 x 15 inches

58. Tahitian Girl (1903)
Watercolor, 13 x 8 1/4 inches

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

60. Riding Ponies, Palisades Amusement Park (1926)
Watercolor and pastel, 13 3/4 x 12 inches

DICKINSON, Preston
American, 1891-1930

FREE, Karl
American, born 1903

GAUDIER-BRZESKA, Henri
French, 1891-1915

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

HART, George O. ("Pop")
American, 1868-1933
HECKEL, Erich
German, born 1893

HILSER, 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

KOPMAN, Benjamin
American, born 1887

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 1/2 x 19 1/2 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 1/2 x 10 1/2 inches

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

59. Pouter Pigeons (1928)
Gouache, 14 1/2 x 10 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 12 1/2 inches

63. Homestead
Oil on canvas, 24 x 27 inches

64. South Truro Church (1934)
Oil on canvas, 24 1/2 x 27 1/2 inches

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

66. Hilda (1939)
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
KROHG, Per
Norwegian, born 1889

KUHN, Walt
American, born 1880

KUNITOYISHI, Yasuo
American, born 1893

KUHN, Walt
American, born 1880

KUNITOYISHI, Yasuo
American, born 1893

KUNITOYISHI, Yasuo
American, born 1893

KUHN, Walt
American, born 1880

KUNITOYISHI, Yasuo
American, born 1893

MARIN, John
American, born 1870

MARQUET, Albert
French, born 1875

MATISSE, Henri-
French, born 1869

MAURY, Jaques
French, born 1892

MAURER, Alfred H.
American, 1860-1932

MODIGLIANI, Amedeo
Italian, 1884-1920

NASH, Tom
English

O'KEEFE, Georgia
American, born 1887

 Orozco, José Clemente
Mexican, born 1883

--- 4 ---
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 3/8 inches

99. Cab in Havana  
Watercolor, 4 3/8 x 6 5/8 inches

100. Port of Havana  
Watercolor, 4 3/8 x 7 1/8 inches

101. Bearing Flowers  
Drawing touched with watercolor, 13 3/8 x 18 1/2 inches

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

103. Dancers (1925)  
Ink drawing, 13 3/8 x 10 inches

PICASSO, Pablo  
Spanish, born 1881

104. Camp Vittoria Emanuele, Siena (1898)  
Watercolor, 11 3/4 x 15 1/4 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 3/4 x 18 inches

PRENDERGAST, Maurice  
American, 1859-1924

108. Reverie  
Pastel, 21 x 14 1/2 inches

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

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, 10 3/4 x 13 3/4 inches

113. Danger on the Stairs  
Oil on canvas, 36 1/2 x 23 3/4 inches

114. Bartolomeo Vanzetti and Nicola Sacco (1932)  
Gouache, 10 5/8 x 14 1/2 inches

115. Tiger Lilies  
Pencil drawing, 15 x 11 inches

116. Tulips and Etruscan Vase (1932)  
Pencil drawing, 21 x 15 1/2 inches

117. Self Portrait (1923)  
Black conte crayon, 19 3/8 x 25 3/8 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

REDON, Odilon  
French, 1840-1916

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

ROUALT, Georges  
French, born 1871

112. The Road is Long (1929)  
Watercolor and pastel, 10 3/4 x 13 3/4 inches

ROY, Pierre  
French, born 1880

113. Danger on the Stairs  
Oil on canvas, 36 1/2 x 23 3/4 inches

SHAHN, Ben  
American, born 1898

114. Bartolomeo Vanzetti and Nicola Sacco (1932)  
Gouache, 10 5/8 x 14 1/2 inches

115. Tiger Lilies  
Pencil drawing, 15 x 11 inches

116. Tulips and Etruscan Vase (1932)  
Pencil drawing, 21 x 15 1/2 inches

117. Self Portrait (1923)  
Black conte crayon, 19 3/8 x 25 3/8 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

SHESSLER, Charles  
American, born 1883

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
121. City Walls (1931)
   Oil on canvas, 39 2/3 x 26 2/3 inches

122. Sandwich Bay (1931)
   Watercolor, 9 2/3 x 12 2/3 inches

123. Assouan (1930)
   Gouache and ink, 16 2/3 x 13 2/3 inches

124. Hudson River Landscape with Figures
   Watercolor, 21 2/3 x 22 2/3 inches

125. Still Life with Chinese Teapot
   Oil on canvas, 20 x 24 2/3 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 17 2/3 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 14 5/8 inches

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

133. Portrait of Yasuo Kuniyoshi
   Pencil drawing, 18 2/3 x 13 inches

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

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