

Miss 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.

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.

20

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

- 21
- 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
35. Corn and Peaches (1929)
Watercolor, $13\frac{3}{4}$ x $19\frac{3}{4}$ inches

DERAIN, André
French, born 1880

36. Bacchic Dance (about 1906)
Watercolor, $19\frac{1}{2}$ x $25\frac{1}{2}$ inches

DICKINSON, Preston
American, 1891-1930

37. Harlem River
Oil on canvas, $16\frac{1}{8}$ x $20\frac{1}{4}$ inches
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

58. Landscape (1922)
Watercolor, $18\frac{1}{2}$ x $23\frac{1}{2}$ inches

HILER, Hilaire
American, born 1900

59. Pouter Pigeons (1928)
Gouache, $14\frac{3}{4}$ x 18 inches

HOPPER, Edward
American, born 1882

60. Mrs. Acorn's Parlor (Rockland, Maine, 1926)
Watercolor, 14 x 20 inches

JACOB, Max
French, born 1876

61. Box Factory, Gloucester (1928)
Watercolor, 14 x 20 inches
62. Three Figures (1928)
Gouache, $13\frac{7}{8}$ x $12\frac{1}{2}$ inches

KANE, John
American, 1859-1934

63. Homestead
Oil on canvas, 24 x 27 inches

KANTOR, Morris
American, born 1896

64. South Truro Church (1934)
Oil on canvas, $24\frac{1}{4}$ x $27\frac{1}{4}$ inches

KARFIOL, Bernard
American, born 1886

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

KLEE, Paul
Swiss, born 1879

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

KOPMAN, Benjamin
American, born 1887

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

KROHG, Per
Norwegian, born 1889

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

KUHN, Walt
American, born 1880

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

KUNIYOSHI, Yasuo
American, born 1893

77. Fisherman (1924)
Lithographic crayon and ink, $21\frac{1}{2}$ x $27\frac{3}{8}$ inches

78. Plant (1925)
Lithographic crayon and ink, 20 x $13\frac{3}{8}$ inches

MARIN, John
American, born 1870

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

MARQUET, Albert
French, born 1875

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

MATISSE, Henri-
French, born 1869

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

MAUNY, Jacques
French, born 1892

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

MAURER, Alfred H.
American, 1868-1932

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

MODIGLIANI, Amedeo
Italian, 1884-1920

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

NASH, Tom
English

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

O'KEEFFE, Georgia
American, born 1887

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

OROZCO, José Clemente
Mexican, born 1883

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 1/2 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. Revery
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 1/2 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 conté crayon, 22 x 16 inches

- SPENCER, Niles
American, born 1893
- STEER, P. Wilson
English, born 1860
- VERGE-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
121. City Walls (1921)
Oil on canvas, $39\frac{1}{2}$ x $28\frac{3}{4}$ inches
122. Sandwich Bay (1931)
Watercolor, $9\frac{1}{4}$ x $12\frac{1}{4}$ inches
123. Assouan (1930)
Gouache and ink, $16\frac{1}{4}$ x $13\frac{1}{4}$ inches
124. Hudson River Landscape with Figures
Watercolor, $21\frac{1}{4}$ x $29\frac{1}{4}$ inches
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
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
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