



104 East 25th Street • New York, NY 10010  
Telephone: 212.254.4710 • Fax: 212.979.1017  
swannalleries.com

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Contact: Alexandra Nelson  
Communications Director  
212-254-4710 ext. 19  
[alexandra@swannalleries.com](mailto:alexandra@swannalleries.com)

## CHIC SKI POSTERS AND MASTERFUL ART NOUVEAU AMONG HIGHLIGHTS IN SWANN GALLERIES' FIRST POSTER SALE OF 2016

New York— On **Thursday, February 11**, Swann Auction Galleries will offer **Vintage Posters**, with nearly 600 lots in a wide range of collecting sub-categories, including ski, travel, ocean liner, propaganda and war posters, early American theatrical, Art Nouveau and more.

Among the Art Nouveau posters are multiple works by Henri de Toulouse-Lautrec including [*Aristide Bruant dans son Cabaret*], 1893, depicting performer and nightclub owner Aristide Bruant in his signature black cape and red scarf (estimate \$60,000 to \$90,000). Other works by Toulouse-Lautrec include *Caudieux*, 1893 (\$30,000 to \$40,000) and *Reine de Joie*, 1893 (\$20,000 to \$30,000). Works by Art Nouveau master Alphonse Mucha include his 1896 advertisement for *Job* cigarette rolling papers (\$20,000 to \$30,000), and *La Dame aux Camelias*, 1896, featuring Sarah Bernhardt in Alexandre Dumas's masterpiece (\$15,000 to \$20,000).

Ski and winter resort posters tout the crisp snow and groomed runs of chic destinations. Wilhelm Friedrich Burger's *Pontresina*, 1914 (\$7,000 to \$10,000), and *Winter: Sport / Heiden* (\$4,000 to \$6,000) are both rare examples of his work, as is Augustus Moser's *Sun Valley*, 1936 (\$4,000 to \$6,000). Pierre Fix-Masseau's *Bon Voyage / Bonne Neige*, 1938 shows stylish skiers on their way to the slopes (\$3,000 to \$4,000), while Alex Walter Diggelman's *Chateau d'Oex*, 1933 depicts a downhill skier at full speed (\$3,000 to \$4,000).

Travel posters advertise the highlights of various cities like Leslie Ragan's *New York / The Upper Bay from Lower Manhattan*, 1935 (\$6,000 to \$9,000), as well as showcasing natural wonders like Maurice Logan's *Redwood Empire Tour / Southern Pacific*, 1928 (\$3,000 to \$4,000). Roger Broders's *Marseille / Point de Départ de la Cote d'Azur*, circa 1929, pairs the deep cerulean of the ocean with a crisp clear blue sky to entice travelers (\$2,000 to \$3,000), while James Northfield's *Australia / The Blue Mountains*, circa 1930s, beckons viewers to the quiet mists of mountain passes (\$2,000 to \$3,000). Ocean liner images boast luxurious travel on mammoth ships such as Willem Frederick Ten Broek's *Holland* –

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*America Line*, 1936 (\$4,000 to \$6,000), and Edward Wright's *Cunard Line / Liverpool - New York - Boston*, 1905 (\$3,000 to \$4,000).

Propaganda and war posters include an example of James Montgomery Flagg's iconic *I Want You For U.S. Army*, 1917, featuring Uncle Sam (\$8,000 to \$12,000). William Dodge Stevens's *Teamwork Builds Ships*, circa 1918, encourages participation in the war effort (\$3,000 to \$4,000), while a set of four Norman Rockwell posters [*The Four Freedoms*], 1943, remind citizens of the freedoms being defended (\$2,000 to \$3,000).

Early American theatrical posters give us a peek into the past, highlighting a range of stars and plays. The dramatic image of *Edwin F. Mayo as "Davy Crockett,"* by an unknown designer circa 1887 shows Mayo in character astride a racing horse (\$1,500 to \$2,000), while an 1890 poster by an unknown designer for *Uncle's Darling* depicts an epic chase. (\$1,000 to \$1,500). Other items featuring performers and performances include several posters for French star *Mistinguett*, such as Charles Gesmar's 1925 example showing a made-up Mistinguett ensconced in feathers and jewelry (\$2,000 to \$3,000), as well as Zig's 1930 poster *Casino de Paris / Josephine Baker*, with the famous beauty being presented with a bouquet of flowers by a charming leopard (\$3,000 to \$4,000).

The two-part auction will be held Thursday, February 11, beginning at 10:30 a.m. and 2:30 p.m. The auction preview will be open to the public, with an exhibition opening Saturday, February 6 from noon to 5 p.m.; Monday, February 8 through Wednesday, February 10 from 10 a.m. to 6 p.m.

An illustrated auction catalogue is available for \$35 from Swann Galleries, Inc., 104 East 25th Street, New York, NY 10010, or online at [www.swannalleries.com](http://www.swannalleries.com).

For further information and to make advance arrangements to bid by telephone during the auction, please contact Director Nicholas D. Lowry at [posters@swannalleries.com](mailto:posters@swannalleries.com), or via phone at 212-254-4710 ext. 57.

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ADDITIONAL DIGITAL IMAGES AVAILABLE ON REQUEST