

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

No. 51  
Tuesday, May 23, 1967  
FOR IMMEDIATE RELEASE

The Museum of Modern Art will show a selection of the winning television commercials from the recently concluded Eighth Annual American Television Commercials Festival on Wednesday, May 24, and again on Wednesday, May 31, between noon and 1 p.m.

Margareta Akermark, Associate Director of the Department of Film, has selected 38 television commercials to be shown, from the total of 71 winners announced at the Festival held at the Americana Hotel, which concluded on May 12. The commercials were chosen by 263 advertising executives sitting on ten regional panels.

In addition to the commercials, three short films commissioned by industry and business will be shown as part of the Wednesday film programs. They are: WIRE FOR SOUND (1962), conceived and directed by Paul Cohen for American Telephone and Telegraph, and BASIC BLACK (1967), produced by Gordon/Youngman Productions, Inc., will be shown on May 24; PARA 1,000 (1967), sponsored by Paul Young of Paraphernalia and produced by Bruce Bacon, will be shown on May 31.

Program subject to change without notice.

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Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Circle 5-8900.

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WEDNESDAY AT NOON PROGRAM

May 24 & 31, 1967

SELECTION OF AWARD-WINNING TELEVISION COMMERCIALS

1907 Cinema Commercial from Denmark.

Benson & Hedges DISADVANTAGES, produced for Wells, Rich, Greene by Howard Zieff.

Burlington Socks DANCE, produced for Doyle Dane Bernbach by MPO Videotronics.

Volvo THE CARS, produced for Carl Ally by TeleVideo and Howard Zieff.

Eastern Airlines ACAPULCO, produced for Young & Rubicam by Audio Productions.

Hebrew National Foods DELICATESSEN, produced for Richard K. Manoff by TeleVideo.

Yardley Lip Gloss SLICKERS, produced for Johnstone Advertising by Wylde Films.

Ban Deodorant GOVERNOR...HUNTER, produced for Ogilvy & Mather by EUE/Screen Gems.

Scott Tissues ROLLER DERBY, produced for J. Walter Thompson by Jerry Ansel.

Volkswagen SEALED BOTTOM, produced for Doyle Dane & Bernbach by VPI Productions.

Diet Pepsi GIRL WATCHERS, produced for BBD&O by Libra, Take Five & VPI

Citizens for Clean Air BREATHING, produced for Carl Ally by Tempo Associates.

IBM Computers XB-70, produced for Ogilvy & Mather by VPI Productions.

LaRosa Spaghetti SINGLE STRAND, produced for Wells, Rich, Greene by Harold Becker.

Burma Shave COLLAGE, produced for Wells, Rich, Greene by Howard Zieff.

AT&T CIRCUS, produced for N. W. Ayer & Son by EUE/Screen Gems.

Friends of Governor Rockefeller ROADS, produced for Jack Tinker Partners by Tempo.

Beech-Nut Fancy Fruit FANCY THAT, produced for Benton & Bowles by Fred Mogubgub.

Alka-Seltzer THE BLAHS, produced for Jack Tinker by Pelican Productions.

Winston Cigarettes MONTAGE, produced for William Esty by Kim-Gifford.

Lowrey Organs HANDS, produced for Doyle Dane Bernbach by Videotape Center.

Shearson Hammill WALL STREET, produced for Bruce Friedlich Advertising by Trylon films.

Wall Street Journal DOMINOES, produced for BBD&O by Kim-Gifford.

Peace Corps FIND OUT, produced for Young & Rubicam by Gleb Derujinsky.

Noxzema Skin Cream LEGS, produced for SSC&B by Libra Productions.

Continental Insurance HOMEOWNER, produced for Doyle Dane Bernbach by MPO.

Fresca POKER GAME, produced for the Marschalk Company by Gleb Derujinsky.

BOAC SWINGING LONDON, produced for Pritchard Wood Partners by Andy Jenkins.

Open Pit Barbecue Sauce ELOISE, produced for Ogilvy & Mather by Filmex.

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Band-Aid Sheer Strips BASEBALL, produced for Young & Rubicam by Horn/Griner.

Eastern Airlines PILOT, produced for Young & Rubicam by Audio Productions.

Renown Shoji FRENCH SINGER, produced for Dentsu Advertising by Dentsu Films, Tokyo.

Asahi Pentak Camera YOUR EYE, produced for Hakuhodo Advertising by Rensai Eiga, Tokyo.

Le Musee, produced by Les Cineastes Associes, Paris.

Galleries Lafayette POP ART, produced by Les Films Jean Mineur, Paris.

Aalborg Akvavit SNAPS, produced for Gutenberghus Reklame by Bellevue Studio, Copenhagen.

Midland Bank MONEY WALKS, produced for Charles Barker Ltd. by Cammell, Hudson, Brnjn.

Larousse Encyclopaedia of the Cinema, produced by Les Films Jean Mineur.

Toffee Crisp FOOTBALL, produced for S. H. Benson Ltd., by James Garrett Partners, London.

40 minutes

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PARA 1,000. A film sponsored by Paul Young of Paraphernalia, produced by the Adventures of Multi-Media. James Signorrelli cameraman, Richard Davis still photographer and art director, John Craddock editor, Bruce Bacon producer, and Don Snyder director.