

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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FOR IMMEDIATE RELEASE

"MARTY" APPEARING IN MUSEUM OF MODERN ART TV SERIES

TELEVISION U.S.A.: THIRTEEN SEASONS, now running daily at the Museum of Modern Art, will screen Paddy Chayefsky's MARTY from Sunday, February 17 through Wednesday, February 20. The following program, February 21 through 27, will consist of the well-remembered Omnibus show, BERNSTEIN ON BEETHOVEN'S 5th, and the now famous See It Now shows, MURROW ON Mc CARTHY and Mc CARTHY ON MURROW. TELEVISION USA consists of 54 programs originally seen on t.v. between 1948 and 1961. The series marks the first time that television has joined the other 20th century visual arts at the Museum.

MARTY, from the NBC Goodyear Playhouse of 1953, stars Rod Steiger. The hour-long show, produced by Fred Coe and directed by Delbert Mann, has a supporting cast of Esther Minciotti, Joe Mantell, Nancy Marchand, Betsy Palmer and Lee Phillips.

TELEVISION USA is under the direction of Jac Venza, with Doris Hibbard as Assistant. Lewis Freedman was responsible for the dramatic selections in the series; Burt Shevelove for the comedy and music programs; Isaac Kleiner for the news and special events; Perry Wolff for the arts and sciences; and Abe Liss for the commercials to be interspersed with some of the programs.

The television retrospective was made possible by generous contributions from, and cooperation of, the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, Inc.

Programs will be screened at 3:00 and 5:30 p.m. daily in the Museum's Film Auditorium. Admission to the Museum is \$1.00 for non-members; 25 cents for children. There is no charge for the auditorium television series.

Still and additional information available from Marcia Rubinoff, Publicity Department, Museum of Modern Art, 11 West 53 Street, New York 19, New York. Circle 5-8900.