

The Museum of Modern Art

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

No. 43

Wednesday, April 6, 1966
FOR IMMEDIATE RELEASE

The Museum of Modern Art Film Library is planning to expand its collection of outstanding examples of television commercials, Willard Van Dyke, Director of the Film Library, announced today. The assistance of George Wyland, Television Creative Director at Fuller and Smith and Ross, Inc., has been enlisted in gathering the material.

In 1963 the Museum assembled a collection of television commercials which were shown as part of "Television U.S.A.: 13 Seasons." The commercials later became a Museum Film Library circulating program and have been seen by students all over the country.

The criteria for selection will be the effective use of unusual graphic and film techniques. The commercials will be shown during the new "Wednesdays at Noon" programs at the Museum, which consist of 60 minutes of shorts, documentaries and art films.

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.