

THE MUSEUM OF MODERN ART

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FORD 50TH CLEARED FOR SERIES AT MUSEUM

THE FORD 50TH ANNIVERSARY SHOW will be screened on May 3 and 4 in the Museum of Modern Art's television retrospective, TELEVISION U.S.A.: 13 SEASONS. After almost 5 months of concerted efforts to obtain clearances, the Museum; AFTRA; the sponsor of the show, the Ford Motor Co.; the producer, Leland Hayward; the owners of the print, Kenyon & Eckhardt, Inc., Advertising Agency; and C.B.S. and N.B.C., the two networks which originally televised the show in June, 1953, all members of the cast of approximately 70 have been contacted for clearances. The show was postponed from the original dates of February 21, 22 and 23. Locating the talent and obtaining the clearances has been one of the major problems in planning the entire series over the past two years.

The Ford Show, a milestone in the history of television due to its variety and amount of prestigious talent, was produced by Leland Hayward, directed by Clark Jones, written by Fred Lewis Allen, Agnes Roger, Howard Teichman, Sidney Olson and Marshall Jamison and choreographed by Jerome Robbins. The cast includes Oscar Hammerstein and Edward R. Murrow collaborating in the opening, Mary Martin and Ethel Merman appearing together, Wally Cox, Howard Lindsey, Dorothy Stickney, Kukla and Ollie, Lowell Thomas, Amos and Andy, Rudy Vallee, Bing Crosby, Frank Sinatra, Eddie Fisher, Marion Anderson, and others. Music was arranged by Bernard Green; sets by Paul Barnes.

TELEVISION U.S.A. 13 SEASONS, a series of 54 programs originally produced between 1948 and 1961, has been running at the Museum of Modern Art daily since February 5, and has rerun such important television features as SEE IT NOW'S "Murrow on McCarthy," THE CORONATION OF QUEEN ELIZABETH, PLAY OF THE WEEK'S "Iceman Cometh," and several CAMERA III'S, PROJECT 20'S, and CBS REPORTS. The series, which marks the first time television has joined the other 20th century visual arts at the Museum, was planned to provide a second view of some of the outstanding original tv dramatic shows, adaptations of theater classics, comedy shows as developed in the new medium, news and special events shows that recorded historic moments and experiments in presenting the arts and sciences.

The television retrospective was made possible through the financial underwriting and continual services of the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, Inc. The year 1948 was selected as the beginning of the series, as little material exists from before that date because of lack of kinescope facilities.

The FORD 50TH ANNIVERSARY SHOW will be screened at 3:00 p.m., Friday, May 3, and 3:00 and 5:30 p.m., Saturday, May 4, thus adding two days to the planned length of the series. Admission to the Museum is \$1.00 for non-members and 25 cents for children.

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