

66

SCREENING ADVICE

Please note: There will be a press screening of THE MARY PICKFORD STORY on Monday, March 20th at 2:30 p.m. in the Department of Film projection room on the 4th floor of The Museum of Modern Art at 21 West 53rd Street.

More information is attached.

The Museum of Modern Art

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NO. 20
FOR IMMEDIATE RELEASE

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SCREEN BIOGRAPHY OF MARY PICKFORD TO PREMIERE AT MUSEUM OF MODERN ART PERSONAL APPEARANCES BY BUDDY RODGERS & PRODUCER MATTY KEMP

To honor the most widely acknowledged and celebrated pioneer of American film, the actress Mary Pickford, whose career began in 1909, The Museum of Modern Art has set aside the evening of March 20 at 8:30 p.m. to present a new screen biography, titled "America's Sweetheart: The Mary Pickford Story."

Narrated by Henry Fonda, with commentary highlights by Miss Pickford, the film has special commentary by Gene Kelly, Charles "Buddy" Rodgers, Lord Lewis Mountbatten, Yvonne Vallee (the former Mrs. Maurice Chevalier) and Galina Kravtchenko, who recorded those portions filmed in the Soviet Union. The picture was produced by Matty Kemp and Michael Small from a screenplay by John Edwards, who also directed this co-production between the Mary Pickford Company and Polytel Films, Ltd. of London.

The premiere at the Museum has been arranged at the request of Miss Pickford, in recognition of the Museum's work in preserving her films. Buddy Rodgers, her husband, will introduce the film and Matty Kemp, the producer, will also comment on it.

Over 32 Pickford classics were "toothcombed" by Matty Kemp, Managing Director of the Mary Pickford Company. In addition, Mr. Kemp, as co-producer, spent two years viewing more than 80,000 feet of film consisting of early newsreels and informal documentary footage of the travels of Miss Pickford and Douglas Fairbanks, the most world renowned couple after World War I, whose personal appearances and international tour drew millions of faithful followers.

"The Mary Pickford Story" is a comprehensive screen biography of the star,

covering a quarter of a century of a unique, unparalleled career that also records the historic momentum of motion pictures in the 20th century.

Curiously enough, Miss Pickford began when actors were still anonymous, but the public began to recognize her special personality. She was at that time age 15, working for the D.W. Griffith Company in the year 1909. Her first film, "The New York Hat," was written by Anita Loos, whose age was the same as the star's.

The title "America's Sweetheart" is of unknown origin, but it eminently suited the object of national affection and acclaim. According to Cecil B. DeMille, the unsung poet "put into two words the most remarkable personal achievement of its kind in the history of motion pictures."