

THE MUSEUM OF MODERN ART

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

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FOR IMMEDIATE RELEASE

TELEVISION USA: THIRTEEN SEASONS continues into its second week at the Museum of Modern Art with THE RICH BOY and THE DEATH OF SOCRATES (Feb. 10 through 13) and THE CORONATION OF QUEEN ELIZABETH and THE BATTLE FOR LEYTE GULF (Feb. 14 through 16). The series, which will run through May 2, consists of 54 programs originally seen on television between 1948 and 1961 and marks the first time that television has joined the other 20th century visual arts at the Museum.

THE RICH BOY, adapted from F. Scott Fitzgerald's story, was first seen on Philco Playhouse (NBC) in 1952. The hour-long show includes Grace Kelly in one of her earliest appearances, along with Gene Lyons, Phyllis Kirk, Tom Pedi and Robert Pastene. Fred Coe was the producer.

THE DEATH OF SOCRATES, from a 1953 CBS You Are There, is narrated by Walter Cronkite. Richard Kiley, E. G. Marshall and Paul Newman portray the classic tragedy along with Barry Jones, Jim Gregory, Philip Bourneoff, Robert Culp and John Baragrey. Charles Russell produced the show with Sidney Lumet directing.

An hour of excerpts from the 1953 CORONATION OF QUEEN ELIZABETH, as seen over NBC, will ^{compose} ~~comprise~~ three days' programs along with THE BATTLE FOR LEYTE GULF, from the 1953 NBC Victory at Sea series. BATTLE FOR LEYTE GULF includes film footage taken during World War II by both United States and Japanese camera men on the scene for the four days that destroyed the Japanese navy. With music by Richard Rodgers, the show was written and produced by the late Henry Salomon. BATTLE FOR LEYTE GULF was edited by Isaac Kleinerman.

TELEVISION USA was directed by 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 Kleinerman 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.

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