

**The March of Time: 75th Anniversary
September 1–10, 2010
The Roy and Niuta Titus Theaters**

The Museum of Modern Art presents *The March of Time*, a 10-day exhibition of the propaganda-flavored “newsreels” that were shown in movie theaters between 1935 and 1951, which combined actual footage with reenactments. *The March of Time* expressed the worldview of *Time* magazine creator Henry Luce, who candidly described the series as “fakery in allegiance to the truth.” Relying on the omniscient narration of Westbrook Van Voorhis, *The March of Time* had an enormous impact; the series won an Oscar in 1937, and was satirized by Orson Welles in *Citizen Kane*. As historian Raymond Fielding describes it, “Time editorialized openly, infuriating its enemies and oftentimes alienating its friends. And it did all this with vigor, artistry, and showmanship...” Through the courtesy of the current copyright holder, Home Box Office (HBO), MoMA presents this sampling of “Time capsules” from a distant but eerily similar era to remind us that “time (still) marches on!”

Organized by Charles Silver, Curator, Department of Film, The Museum of Modern Art.

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For downloadable images, please visit www.moma.org/press.

Screening Schedule

The March of Time: 75th Anniversary September 1–10, 2010

Wednesday, September 1

4:00 Program 1: Selected Highlights

Inside Nazi Germany (V. 4, Episode 6). 1937. 16 min.
Show Business at War (V. 9, Episode 10). 1943. 18 min.
Teenage Girls (V. 11, Episode 11). 1945. 17 min.
Mid-Century: Half Way to Where? (V. 16, Episode 1). 1950. 17 min.
Program 68 min.

7:00 Program 1: Selected Highlights (See above)

Thursday, September 2

4:00 Program 2: Beauty and Fashion

American Beauty (V. 12, Episode 2). 1945. 18 min.
The Male Look (V. 16, Episode 2). 1950. 16 min.
Beauty at Work (V. 16, Episode 4). 1950. 18 min.
Fashion Means Business (V. 13, Episode 7). 1947. 17 min.
Program 69 min.

7:00 Program 3: American Culture

Metropolitan Opera (V. 1, Episode 1). 1935. 6 min.
Birth of Swing (V. 3, Episode 7). 1937. 7 min.
The Laugh Industry (V. 4, Episode 5). 1937. 5 min.

Is Everybody Listening? (V. 14, Episode 1). 1947. 19 min.
Night Club Boom (V. 12, Episode 8). 1946. 19 min.
The Movies March On (V. 5, Episode 12). 1939. 21 min.
Program 77 min.

Friday, September 3

4:30 Program 4: A March of Time Feature on the U.S. Marine Corps and a Short on a Late-WWII Crisis
We Are the Marines. 1942. 67 min.
Where's the Meat? (V. 11, Episode 12). 1945. 17 min.
Program 84 min.

8:00 Program 5: A World at War
On Foreign Newsfronts (V. 7, Episode 1). 1940. 19 min.
Crisis in the Pacific (V. 6, Episode 5). 1940. 18 min.
Mr. and Mrs. America (V. 9, Episode 3). 1942. 20 min.
One Day of War: Russia – 1943 (V. 9, Episode 6). 1943. 22 min.
Back Door To Tokyo (V. 10, Episode 11). 1944. 18 min.
Program 97 min.

Saturday, September 4

1:30 Program 3: American Culture
Metropolitan Opera (V. 1, Episode 1). 1935. 6 min.
Birth of Swing (V. 3, Episode 7). 1937. 7 min.
The Laugh Industry (V. 4, Episode 5). 1937. 5 min.
Is Everybody Listening? (V. 14, Episode 1). 1947. 19 min.
Night Club Boom (V. 12, Episode 8). 1946. 19 min.
The Movies March On (V. 5, Episode 12). 1939. 21 min.
Program 77 min.

4:30 Program 4: A March of Time Feature on the U.S. Marine Corps and a Short on a Late-WWII Crisis
We Are the Marines. 1942. 67 min.
Where's the Meat? (V. 11, Episode 12). 1945. 17 min.
Program 84 min.

Sunday, September, September 5

1:00 Program 6: Postwar American Lifestyles
Is Everybody Happy? (V. 13, Episode 1). 1946. 17 min.
Life with Junior (V. 14, Episode 9). 1948. 18 min.
White Collar Girls (V. 14, Episode 13). 1948. 17 min.
Wish You Were Here (V. 15, Episode 3). 1949. 17 min.
Children in Trouble (special release). 1947. 11 min.
Program 80 min.

3:00 Program 7: The March of Time Covers the World
Mexico's New Crisis (V. 5, Episode 7). 1939. 10 min.
Inside Fascist Spain (V. 9, Episode 9). 1943. 17 min.
Inside China Today (V. 11, Episode 4). 1944. 17 min.
Asia's New Voice (V. 15, Episode 2). 1949. 17 min.
Crisis in Iran (V. 17, Episode 5). 1951. 17 min.
Program 78 min.

Monday, September 6

- 1:30 Program 8: World War II's Aftermath and the Cold War**
The New France (V. 12, Episode 12). 1946. 20 min.
The Surrender and Occupation of Japan (from the TV series *Crusade in the Pacific*). 1951. 27 min.
Palestine Problem (V. 12, Episode 1). 1945. 17 min.
As Russia Sees It (V. 16, Episode 5). 1950. 16 min.
Program 80 min.
- 4:00 Program 9: The Early Years**
Belisha Beacons/Metropolitan Opera/Moe Buchsbaum/Saionji/Speakeasy Street/Fred Perkins (V. 1, Episode 1). 1935. 21 min.
Neutrality/Palestine/Motor Safety/Summer Theaters (V. 1, Episode 7). 1935. 22 min.
New Schools for Old/The Presidency (V. 3, Episode 3). 1936. 20 min.
Dogs for Sale/Dust Bowl/Poland and War (V. 3, Episode 11). 1937. 18 min.
Program 81 min.
- 7:00 Program 6: Postwar American Lifestyles**
Is Everybody Happy? (V. 13, Episode 1). 1946. 17 min.
Life with Junior (V. 14, Episode 9). 1948. 18 min.
White Collar Girls (V. 14, Episode 13). 1948. 17 min.
Wish You Were Here (V. 15, Episode 3). 1949. 17 min.
Children in Trouble (special release). 1947. 11 min.
Program 80 min.

Wednesday, September 8

- 5:00 Program 5: A World at War**
On Foreign Newsfronts (V. 7, Episode 1). 1940. 19 min.
Crisis in the Pacific (V. 6, Episode 5). 1940. 18 min.
Mr. and Mrs. America (V. 9, Episode 3). 1942. 20 min.
One Day of War: Russia – 1943 (V. 9, Episode 6). 1943. 22 min.
Back Door To Tokyo (V. 10, Episode 11). 1944. 18 min.
Program 97 min.
- 8:00 Program 4: A *March of Time* Feature on the U.S. Marine Corps and a Short on a Late-WWII Crisis**
We Are the Marines. 1942. 67 min.
Where's the Meat? (V. 11, Episode 12). 1945. 17 min.
Program 84 min.

Thursday, September 9

- 4:30 Program 9: The Early Years**
Belisha Beacons/Metropolitan Opera/Moe Buchsbaum/Saionji/Speakeasy Street/Fred Perkins (V. 1, Episode 1). 1935. 21 min.
Neutrality/Palestine/Motor Safety/Summer Theaters (V. 1, Episode 7). 1935. 22 min.
min.
New Schools for Old/The Presidency (V. 3, Episode 3). 1936. 20 min.
Dogs for Sale/Dust Bowl/Poland and War (V. 3, Episode 11). 1937. 18 min.
Program 81 min.

7:00 Program 7: *The March of Time* Covers the World
Mexico's New Crisis (V. 5, Episode 7). 1939. 10 min.
Inside Fascist Spain (V. 9, Episode 9). 1943. 17 min.
Inside China Today (V. 11, Episode 4). 1944. 17 min.
Asia's New Voice (V. 15, Episode 2). 1949. 17 min.
Crisis in Iran (V. 17, Episode 5). 1951. 17 min.
Program 78 min.

Friday, September 10

7:00 Program 2: Beauty and Fashion
American Beauty (V. 12, Episode 2). 1945. 18 min.
The Male Look (V. 16, Episode 2). 1950. 16 min.
Beauty at Work (V. 16, Episode 4). 1950. 18 min.
Fashion Means Business (V. 13, Episode 7). 1947. 17 min.
Program 69 min.