

**OKLAHOMA (USA, 1955) and some other German Premieres / Openings of 70mm Films at Munich's "Royal-Palast" in the late 1950s and in the 1960s**

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Written by Gerhard Witte (Berlin) in winter, spring 2022

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Left an announcement advert about the German premiere of "Oklahoma" (USA, 1955) in 70mm Todd-AO from the newspaper "Münchner Merkur" dated 11.06.1957. Public premiere on 14.06.1957. The evening before, a festive Gala opening and the inauguration of the theatre took place. The Todd-AO film ran at Munich's "Royal-Palast" until 14.10.1957 – that's 17 weeks and 4 days.

**Todd-AO for the first time in Germany**

However, it must be said that the Hamburg "Savoy-Film-theater" was already inaugurated earlier, on 14.03.1957. They had presented the short demonstration film **The Miracle of Todd-AO** (USA, 1956). See further information on the first purpose-built Todd-AO cinema in Europe, and thus also in Germany, in the **BONUS** part at the end of this report, from page 30.

... and here: [Cinema as it Should Be - 70MM at the Savoy \(in70mm.com\)](#)

In the evening of the film's premiere on 13.06.1957, a considerable crowd of onlookers had gathered in front of Munich's imposing 'Sep Ruf' building on Goetheplatz in order to watch the arrival of the prominent "Oklahoma" guests. A strong police presence, the red carpet and the abundance of light from the spotlights – intended for television and newsreels – did the rest to exhibit the character of a typical Hollywood premiere.

The prominence of the film industry, like Herbert Tischendorf (UFA), Dr. Wolf Schwarz (BAVARIA), General Director Erich Steinberg (MGM) and Leo J. Horster (Walt Disney) had appeared, as well as some film actors

living in Munich at that time ... including: Renate Ewert, Ursula and Paul Hubschmid, Marianne Koch, Romy Schneider [for the filming of the movie "**Monpti**" (West Germany, 1957) with very light blonde hair], Toni Sailer and Peter Vogel.

The circle of directors was represented by Helmut Käutner, Rudolf Jugert, Arthur Maria Rabenalt and Wolfgang Becker, the literary prominence through the publisher Kurt Desch and Dr. Erich Ebermayer. In addition, theatre owner Rudolf Englberth welcomed well-known representatives of the state and the city in his opening speech. This festive fund-raiser event took place for the benefit of the film artists' emergency aid - with a unit ticket price of DM 12.- per seat (later, the entrance fees were set at DM 3.-, 5.-, 7.- and 9.-, depending on the seat's location). The supporting film "**The Miracle of Todd-AO**" (USA, 1956) was received with genuine surprise and enthusiasm, the main film with kindness. When the event ended late after midnight, Mr. Fuchs (manager of the "Royal-Palast") and Mr. Wolf-Dieter von Stein (RKO's Press Chief), who had made every effort to organize the event, were able to record a successful premiere.



An article taken from the German trade magazine "Filmwoche" dated 22.06.1957.

### The article above: **The Munich Todd-AO Premiere with "Oklahoma"**

In the evening of June 13, 1957, the German premiere of the full-length feature musical film "**Oklahoma**" (distributed by RKO) took place in Todd-AO at the newly opened "Royal-Palast" in Munich. The festive premiere took place as part of a charity event for the benefit of the film artists' emergency aid. There was no shortage of celebrities. In addition to many film stars high representatives of the state of Bavaria and the City of Munich were present. A few days earlier, the press had been given the opportunity to see for themselves the unprecedented dimensions of the 70mm Todd-AO film "**The Miracle of Todd-AO**", a demonstration film calculated with millimeter precision for its hard and soft effects. It achieved restless and complete astonishment here as well - as it had done few weeks earlier in Hamburg's new "Savoy-Filmtheater" (at the time, the Hamburg `Savoy Todd-AO Theatre´ had been denied the favor of the German "**Oklahoma**" Premiere because the 70mm print was not yet available). The owner (entrepreneur) of the Munich "Royal-Palast", Mr. Rudolf Englberth, and the theatre's manager of the 834-seat house (author's



note: another source reports about 826 seats), Mr. Josef Fuchs, initiated the press representatives into the secrets of the first Todd-AO-Theatre in South Germany, whereby Mr. von Stein (RKO) and Mr. Zoller (Philips) gave them good support. (R.N.)

Preis 20 Dpf.

# Royal-Palast

ZEIGT

TODD AO

Die Sensation aller Weltstädte  
jetzt auch in München

W

A leaflet on the cinema's opening – "Royal-Palast" presents:  
Todd-AO, the sensation of all world cities now also in Munich.

# Royal-Palast

München am Goetheplatz



(Modell-Ansicht)

## Das führende Premieren-Theater Süddeutschlands

Hergestellt im Auftrag des Filmtheaters von den Vereinigten Verlagsgesellschaften Franke & Co. KG, München 2, Sendlinger-Tor-Platz 1, Telefon 55 59 41/43. Druck: Druckhaus Tempelhof, Berlin. Nachdruck (auch auszugsweise) nur mit Erlaubnis gestattet.

Munich's "Royal-Palast" on Goetheplatz – the leading  
premiere theatre in South Germany.



# Das Todd-AO-Verfahren nun auch in Deutschland

Das nach einer Idee von Michael Todd von der American Optical Company (AO) entwickelte Verfahren stellt wohl die bisher eindrucksvollste Kinoprojektion dar. Sie wird die bisherigen Verfahren nicht verdrängen, sondern immer nur in einigen wenigen Theatern gezeigt werden, die besonders darauf eingerichtet sind.

Die starke Bildwirkung wird durch eine überdimensionale gekrümmte Leinwand erreicht. Der Ton ist auf sechs Kanäle verteilt, die die entsprechende Anzahl Lautsprechergruppen hinter der

Leinwand und im Zuschauerraum steuern. Die Größe des Bildes und die möglichen Toneffekte lassen beim Zuschauer den Eindruck entstehen, als wäre er am Geschehen beteiligt. Um einwandfreie Bilder in diesen riesigen Ausmaßen zu erhalten, wird ein 70 mm breiter Spezialfilm verwendet. Das Einzelbild ist etwa 3,5mal so groß wie das übliche Normalfilmbild auf 35 mm breitem Film. Während beim Normalfilm 24 Bilder in der Sekunde projiziert werden, sind es bei Todd-AO 30. Dadurch werden erhöhte Bildhelligkeit und eine flimmerfreie Wiedergabe erreicht.

„Oklahoma“ ist der erste abendfüllende Todd-AO-Film, der im Herbst vorigen Jahres in den Vereinigten Staaten anlief. Ein großer Teil dieses wirkungsvollen Filmes wurde in Arizona gedreht. Obwohl man natürlicherweise zunächst den Staat Oklahoma vorgesehen hatte, stellte man nach langwierigen Versuchsaufnahmen fest, daß die notwendige Szenerie dort nicht vorhanden war. Einer der Hauptsitze des großen Filmstabes, der „Oklahoma“ in Szene setzte, war San Rafael Valley, 36 km nordöstlich von Nogales, wo für 100.000 Dollar jene Farm gebaut wurde, die in diesem Film eine so große Rolle zu spielen hat. In Elgin, einer kleinen Bahnstation in Arizona, wurde der großartige „Kansas-City-Tanz“ und auf einer Ranch in Amado die weiteren Aufnahmen gedreht.

107 Drehtage, einschließlich der Atelieraufnahmen in Hollywood, waren nötig, um dieses große volkstümliche Filmgemälde in seiner ganzen Pracht und Natürlichkeit erstehen zu lassen. Mehr als 70 Lastwagen und Anhänger mußten die technische Ausrüstung, den Kostümfundus und alle die hundertfachen Requisiten an Ort und Stelle bringen. Viele dieser Dinge waren Sammlergegenstände, darunter als ein besonders seltenes Stück eine hölzerne Mähmaschine aus dem Jahre 1897 und die Zeitungsausgaben der „Police Gazette“ von 1903.

Mit unermüdlichem Eifer und einer geradezu besessenen Werktreue ging man an die traditionsechte Erstellung des balladesken und volkstümlichen Szenariums. 7 Morgen Weizenfelder und eine Pfirsichplantage wurden eigens für die Aufnahmen des Farmhauses und des dazugehörigen Komplexes angelegt, und da keine natürliche Wasserversorgung vorhanden war, wurden mit der Erlaubnis der Regierung Brunnen gegraben, um die „Film“-Saat zu bewässern.



Michael Todd und seine Frau, die skandalumwitterte Elisabeth Taylor, am Eröffnungsabend der diesjährigen Filmfestspiele in Cannes.



Die 3 Abbildungen stellen Filmausschnitte dar, links der 70 mm breite Streifen aus dem Todd-AO-Film „Oklahoma“ mit 6 Tonspuren, in der Mitte das CinemaScope-Verfahren, nach dem die Bilder verzerrt aufgenommen werden und erst auf der gekrümmten Leinwand entzerrt werden, und rechts der Normalfilm.

An article taken from the rear side of the leaflet / the pictures: Michael Todd and his 'scandalous' wife, Elizabeth Taylor, on the opening night of this year's (1957) Cannes Film Festival.

The 3 images below represent excerpts from diverse films: on the left the 70mm wide strip from the Todd-AO film "Oklahoma" with 6 audio tracks, in the middle the CinemaScope method after which the images are photographed distorted and later (during projection) are rectified on the curved screen, and on the right the standard 35mm film.

# TODD-AO

## NEW SIGHT! NEW SOUND! NEW SCREEN!

### The leaflet's article on the previous page: **The Todd-AO Method now also in Germany**

The process, developed by the American Optical Company (AO) and based on an idea by Michael Todd, is probably the most impressive film projection in cinemas to date. It will not supersede previous methods, but will only ever be shown in a few theatres that are specially equipped for it.

The impressive image effect is achieved by an oversized curved screen. The sound is distributed over six channels driving the appropriate number of speaker groups behind the screen and in the auditorium. The size of the image and the possible sound effects give the viewer the impression of being part of the action.

A special 70mm wide film is used in order to obtain flawless images in these huge dimensions. The single frame is about 3.5 times bigger than the usual standard film frame of a 35mm wide film. While 24 frames per second are projected with standard film, it is 30 with Todd-AO. This result is an increased image brightness and a flicker-free playback.

"**Oklahoma**" is the first full-length Todd-AO film that had opened in the cinemas in the United States last fall (author's note: it had already been in October of 1955). A large part of this impactful film was shot in Arizona. Although, of course, the state of Oklahoma had initially been planned for filming, it was found that the necessary scenery was not available there.

One of the headquarters of the major film crew that had produced "**Oklahoma**" was located in San Rafael Valley, 36 km (22 miles) northeast of Nogales, where the \$100,000 farm that plays such a big part in the film was built. At Elgin, a small train station in Arizona, the great "Kansas City Dance" was filmed and more of the footage was shot on a ranch in Amado.

107 days of shooting, including the studio shots in Hollywood, were necessary to let this great folksy film painting come into being in all its splendor and naturalness. More than 70 trucks and trailers had to bring the technical equipment, the costume fund and all the hundreds of props to the spot.

Many of these items were collector's items including, as a particularly rare item, an 1897 wooden mowing machine and the 1903 newspaper editions of the "Police Gazette".

With tireless zeal and an almost obsessive loyalty to the work the producers had created the film's balladesque and folksy scenario. For the filming of the farmhouse and its associated complex, 7 acres of wheat fields and a peach orchard were specially planted ... and in the absence of a natural water supply, wells (with the permission of the government) were dug in order to water the film's seeds.





Image left: on 13.06.1957, in Munich's "Royal-Palast" Todd-AO Theatre, the RKO film "Oklahoma" was shown for the first time in West Germany in front of a very impressed audience on a 18m wide (measured along the curve) screen.

Visibly pleased during the premiere (from left to right) were theatre owner Rudolf Engelberth, Erich Müller (Columbia) and director, actor Helmut Käutner. (Image taken from the trade magazine "Film-Echo" dated 22.06.1957)



Above two adverts from the newspaper "Münchner Merkur" dated 27.06.1957. "Oklahoma" (USA, 1955) at the "Royal-Palast" in its 3rd week now, and "Tolle Nacht" (West Germany, 1957) at the "Royal-Theater" in its 2nd week. The second cinema in the house was inaugurated with this film on 19.06.1957.

An advert from "Münchner Merkur" dated 11.10.1957. "Oklahoma" ran at the "Royal-Palast" until 14.10.1957. Then followed the premiere of Michael Todd's **AROUND THE WORLD IN 80 DAYS** (In 80 Tagen um die Welt / USA, 1956) on Friday, the 18.10.1957.

Previously, the film's German premiere took place at the Düsseldorf "Capitol-Filmtheater" on 04.10.1957.







Left: an announcement advert for "Around the World in 80 Days" from the newspaper "Münchener Merkur" dated 12.10.1957.



A German Poster of the film.

Tickets for the Gala Premiere on October 18, 1957 for the Bavarian Red Cross ... DM 20.- and DM 30.-

... and right another announcement advert dated 17.10.1957. The film in South Germany only in Munich. Premiere on the following day, the 18.10.1957 (not in 70mm, but in 35mm) ... most likely in a CineStage (AR 1:2.21) and 4-channel Stereo magnetic sound version with 3-channel PERSPECTA sound in surround.



On the instructions of the film's distribution company (United Artists), the curved Todd-AO screen permanently installed in the Munich "Royal-Palast" had to be temporarily removed especially for this film, and was replaced by a special screen coming from America. (Source: "Der Spiegel", issue 48/1957)

Read the interesting article here (only in German language): [Wie herrlich weit - DER SPIEGEL](#)



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## **SOUTH PACIFIC** (Südpazifik / USA, 1958)

– festive Gala Premiere at the "Royal-Palast" on 18.12.1958 –

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Previously, the film's German premiere took place at Hamburg's "SAVOY-Filmtheater" on 28.11.1958 – see page 39 in this report.



On the left an announcement advert from the "Münchener Merkur" dated 17.12.1958, on the right Mitzi Gaynor and "I'm in Love with a Wonderful Guy".



Above: the premiere advert from "Münchener Merkur" dated 19.12.1958. A Gala Premiere took place in the evening before.



An advert from "Münchner Merkur" dated 24.12.1958.

**DORNRÖSCHEN UND DER PRINZ** (Sleeping Beauty / USA, 1959)  
 – festive European Premiere at the "Royal-Palast" on 30.10.1959 –



Above the film's premiere advert from the newspaper "Münchner Merkur" dated 30.10.1959.

The movie was screened in **Super Technirama 70**.





"Dornröschen und der Prinz" at Munich's "Royal-Palast" in October / November 1959.

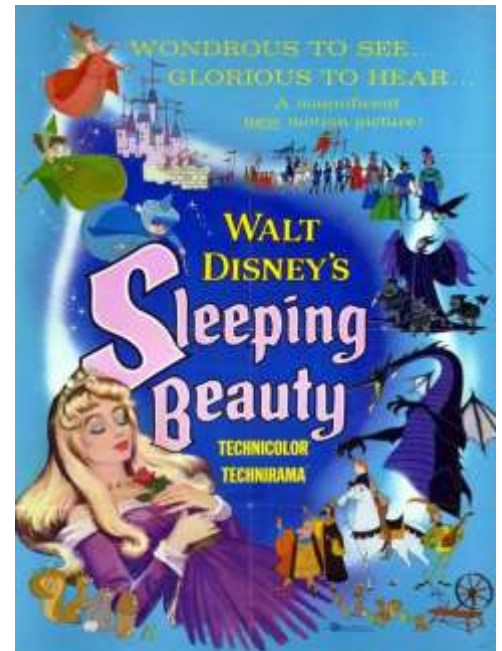
See also here: [In the Movies with Gerhard Fromm \(in70mm.com\)](http://in70mm.com)







Left: the German film program "Illustrierte Film-Bühne" of the film.



An American poster of the film.

Ein Film in **TECHNICOLOR** und dem NEUEN BILDVERFAHREN **SUPER TECHNIRAMA 70-mm-Film**  
**EDWARD SMALL ZEIGT**

**CINA LOLLOBRIGIDA** **YUL BRYNNER**

**SALOMON UND DIE KÖNIGIN VON SABA**

in **SUPER TECHNIRAMA 70**

MIT **KING VIDOR** · **GEORGE SANDERS** · **MARISA PAVAN** · **DAVID FARRAR** · MIT **CRANI WILBUR** · **TECHNICOLOR**  
 PRODUZENTEN: **TED RICHMOND** · REGIE: **KING VIDOR** · DREHBUCH: **ANTHONY VEILLER** · **PAUL DUDLEY** u. **GEORGE BRUCE**

In diesem überwältigenden Film wird **Glanz und Reichtum** des Altertums noch einmal lebendig  
**EINE ATTRAKTION**, die mit Worten nicht zu schildern ist

**ROYAL-PALAST** **GOETHEPLATZ** · TELEFON 592538 · Täglich 14<sup>00</sup> 17<sup>15</sup> 20<sup>30</sup> Uhr · Zugelassen ab 16 Jahren  
 Mi. Abend keine Vorstellung, jedoch Vorverkauf für die Feiertage von 10.00 bis 14.30 Uhr

**8. WOCHEN** **WALT DISNEY'S MEISTERWERK** **DORNRÖSCHEN UND DER PRINZ** **ROYAL-THEATER** **SOHNWEGPLATZ, TELFON 393533**  
 Täglich 14.00, 16.15, 18.30, 20.30

In **TECHNICOLOR** und **TECHNIRAMA** gezeigt, mit dem Preisbild der **„WIKIWOI“** - Im Saalzug: **GRAND CANYON** (ausgel. mit dem Quers 1939, Publikums „besonders wertvoll“) - Lager ab 2. Jah.

An advert from "Münchner Merkur" dated 24.12.1959.

"Dornröschen und der Prinz" (Sleeping Beauty) ran at the "Royal-Palast" from 30.10.1959 to 23.12.1959 (nearly 8 weeks). Then premiered on 25.12.1959 in the big house

"Salomon und die Königin von Saba" (Solomon and Sheba / USA, 1959) in **Super Technirama 70**.

"Dornröschen und der Prinz" was then shown in the smaller (located in the basement) "Royal-Theater".



HEUTE ERSTAUFFHRUNG  
IN TECHNICOLOR  
UND  
**TECHIRAMA 70**  
auf der Original  
**TODD-AO**  
Leinwand:  
Freigegeben  
ab 6 Jahren

DER HÖHEPUNKT IN WALT DISNEYS SCHAFFEN!  
EIN FILM FÜR ALT UND JUNG!  
AUS ÜBER 1.160.000 ZEICHNUNGEN BESTEHT  
DIESES 6.000.000-DOLLAR-OBJEKT!  
MEHR ALS 300 KÜNSTLER ARBEITETEN  
6 JAHRE LANG DARAN!

EIN VOLLENDETER GENUSS,  
VON DEM JEDER SAGEN  
WIRD HINGEHEN, MIT-  
SEHEN, MITLACHEN,  
MITERLEBEN.

WALT  
DISNEY'S  
MEISTERWERK:

**Dornröschen und der Prinz**

15.50 DAZU IM AUSGEZEICHNET MIT DEM  
16.00 BEIPROGRAMM: „GRAND CANYON“ „OSCAR 1959“  
18.50 PRÄDIKAT: „BESONDERS WERTVOLL“  
21.00

Für Jugendliche unter  
14 Jahren in den  
Nachmittagsvorstellungen  
stark ermäßigte Preise!

*Admiral-Palast*  
an der Lorenzkirche - Ruf 175 09

So.: 10.30: Eugen Schumachers  
fesselnder Expeditionsbericht  
„IM SCHATTEN DES  
KARAKORUM“!

15.30  
16.00  
18.50  
21.00  
Uhr

"Dornröschen und der Prinz" had its premiere at Nuremberg's "Admiral-Palast" on 10.03.1960.  
(Advert from "Nürnberger Nachrichten").

**PORGY UND BESS** (Porgy and Bess / USA, 1959)  
– festive European Premiere at the "Royal-Palast" on 01.04.1960 –

SAMUEL GOLDWYNS FILMPRODUKTION

**PORGY  
UND BESS**



THE SCREEN  
HAS NEVER MADE SUCH  
**MUSIC!**

THE SCREEN  
HAS NEVER TOLD SUCH A  
**LOVE-STORY!**

YOU'VE GOT TO SEE IT ON THE **TODD-AO**® SCREEN!



# SAMUEL GOLDWYN'S **PORGY AND BESS**

Starring  
**SIDNEY POITIER · DOROTHY DANDRIDGE · SAMMY DAVIS, JR. · PEARL BAILEY**

Music by **GEORGE GERSHWIN** · Libretto by **DuBOISE HEYWARD** · Lyrics by **DuBOISE HEYWARD** and **IRA GERSHWIN** · (Founded on the play 'Porgy' by **DuBOISE** and **DOROTHY HEYWARD**)

Screenplay by **N. RICHARD NASH** · Directed by **OTTO PREMINGER** · Originally produced for the stage by the Theatre Guild

Produced in **TODD-AO**® · **TECHNICOLOR**® · **HI-FI STEREO SOUND** · Distributed by **COLUMBIA PICTURES**

## Munich 'Porgy' Bow Proceeds to Charity

*Special to THE DAILY*

BONN, Feb. 3. — In a press conference in the Ministry of Trade and Commerce, Committee Chairman Ambassador Wolfgang Jaenicke, announced recently the contribution by Samuel Goldwyn of the entire proceeds of the "Porgy and Bess" European premiere to the World Refugee Year sponsored by the United Nations. Proceeds of the premiere, which will be held April 1 at the Royal Palast Theatre, Munich, will be divided, by the German Refugee Committee and the United Nations High Commission on Refugees at Geneva for distribution throughout the world.

Mr. and Mrs. Goldwyn have cabled acceptance to attend the premiere and will be guests at a reception in their honor.

Left an article from "Motion Picture Daily",  
issue January-March 1960.



The film's score on a PHILIPS vinyl LP.



## 'Porgy' Munich Opening Scheduled for April 1

From THE DAILY Bureau

HOLLYWOOD, Jan. 3. — Douglas Netter, Samuel Goldwyn executive, left here over the weekend following a week's conference on "Porgy and Bess" with Goldwyn, at which a series of European openings for the Goldwyn production were set.

The first European premiere will be held April 1 at the Royal Theatre in Munich. Goldwyn and Mrs. Goldwyn will attend.

## 'Porgy' Big in Germany

Samuel Goldwyn's "Porgy and Bess" is a "smash" success in its premiere engagement at the Royal Palast, Munich, Germany, Columbia reported at the weekend. Topping opening week, it rolled up 40 per cent higher grosses for the second week, the company said. The film also set a new box-office record at the Gloria Palast, Stuttgart, Germany, its second European, Todd-AO, roadshow engagement, which opened April 12. First week receipts broke the all-time high records of previous pictures—as a result of the ovation from the press and the tremendous public response.

Two articles from "Motion Picture Daily", left issue January-March 1960, right issue April-June 1960.

From the movie's hardcover souvenir book:

### THEY CREATED AN AMERICAN CLASSIC

**SAMUEL GOLDWYN:** Presenting "**Porgy and Bess**" as a motion picture represents the fulfillment of a dream I have had for many years. It is also my personal tribute to George Gershwin, America's great composer.

George Gershwin was a dear friend of mine, and his brother and collaborator, Ira, still is. When they combined their talents with those of DuBose Heyward, one of America's most distinguished poets and novelists, in "**Porgy and Bess**", they created an American classic. The years that have passed since its first appearance on the stage have but served to enhance its stature in America and throughout the world. It has brought joy to the hearts of all who have seen it or heard its superb songs and music. It has brought glory to our country by its contribution to the music and drama of the world.

To film it for the screen was not only a dream but a challenge. There has never been a picture in which great music was such an integral part of the unfolding dramatic action as in "**Porgy and Bess**". For many years I sought to be allowed the privilege of making "**Porgy and Bess**" as a motion picture. I feel deeply honored that Ira Gershwin, Dorothy Heyward and the heirs of George Gershwin and DuBose Heyward have expressed their confidence in me by permitting me to bring this classic to the screen.

For over two years, with the assistance of the finest talent available in every phase of motion picture making, we have attempted to merit this trust. We have striven for a motion picture which would convey to the world the poignancy of the drama and the magnificence of the music that have made "**Porgy and Bess**" a symbol of American creative greatness. Our work "**Porgy and Bess**" is now finished. It is the hope of all of us that the picture will bring something of the same measure of joy and pleasure to those who see it that was ours while making it.

Heute Europäische Erstaufführung!  
SAMUEL GOLDWYNS großartige Verfilmung  
von GEORGE GERSHWINS Meisterwerk

# PORGY UND BESS

PRADIKAT  
BESONDERS WERTVOLL

SIDNEY POITIER - DOROTHY DANDRIDGE  
SAMMY DAVIS, jr. - PEARL BAILEY

Musik: GEORGE GERSHWIN - Libretto: Du BOSE HEYWARD  
Liedertexte von Du BOSE HEYWARD und IRA GERSHWIN (Nach dem Schauspiel „Porgy“ von Du BOSE und  
DOROTHY HEYWARD). Originalbühnenfassung von „The Theatre Guild“. Drehbuch von K. RICHARD NASH.

Regie: OTTO PREMINGER

Ein Wunder in TODD-AO

Farbe von Technicolor - 6-Kanal-Stereo-Ton - Verleih: Columbia

Die heutige Gala-Premiere ist ausverkauft. - Der großen Nachfrage wegen empfehlen  
wir für die weiteren Vorstellungen den Vorverkauf. - Telefon 59 25 38, 59 25 52

## ROYAL-PALAST

München, Goetheplatz - Sonnabend und Sonntag  
14.00, 17.15, 20.30 Uhr - Jugendfrei ab 12 Jahren



Advert from the newspaper "Münchner Merkur" from the day of the film's  
European premiere on 01.04.1960.

European premiere today! SAMUEL GOLDWYN's superb film adaptation of GEORGE GERSHWIN's master-  
piece **PORGY AND BESS** ... a Miracle in Todd-AO / Color by Technicolor / 6-channel Stereo Sound /  
Distribution: Columbia ... tonight's Gala premiere is sold out / due to popular demand  
we recommend advance booking for the other performances.  
Predicate: particularly valuable

An article taken from "Österreichische Film- und Kino-Zeitung" dated 09.04.1960:

ÖFK – In the presence of the producer, Mr. Samuel Goldwyn, the opera by George Gershwin "**Porgy and Bess**" had experienced its cinematic European premiere on April 1st in Munich's "Royal-Palast". The Gala evening was under the protectorate of the German Federal President (author's note: Heinrich Lübke at the time), who did not appear for reasons of protocol, and the Bavarian Prime Minister Dr. Hans Ehard. Admission fee per seat: 50.- DM. The net proceeds from the Munich European premiere went to the fund for the benefit of the World Refugee Year. The German Columbia Film under the direction of its general director Erich Müller with press officer Helmut Gattinger had invited about 30 of the most well-known German journalists for 1st April. In connection with the Bavarian State Chancellery, a whole day's program was set up, namely: a press presentation in the morning followed by a press reception, and after the Gala Premiere in the evening, around 400 guests of honor went to the Antiquarium of the Old Munich Residence to a reception given by the Bavarian State Government. The opera film adaptation of "**Porgy and Bess**" in Todd-AO offered not only a first-rate social event, but also a cinematic one.





"Porgy and Bess" at the "Royal-Palast" located on Goetheplatz – picture from a vintage postcard.



Image above left and information below are from the trade magazine "Filmwoche" dated 09.04.1960.

Festive robes dominated at the European premiere of the Columbia film "**Porgy and Bess**" in Munich's "Royal-Palast". A lot of celebrities of the Isar metropolis came together, like here the Bavarian Minister of State for Labor and Social Affairs Walter Stain (left) with producer Samuel Goldwyn and his wife (center) as well as Columbia Director General Erich Müller (rightmost). This event benefited the World Refugee Year in profits.

Image right from the trade magazine "Film-Echo" dated 06.04.1960. At the "**Porgy and Bess**" premiere (from right to left) Samuel Goldwyn, Euan Lloyd (Goldwyn's European representative), M. J. Frankovich (Columbia Vice President) and leftmost Erich Müller (Columbia Director General).

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**BEN-HUR** (Ben Hur / USA, 1959)

– festive German Premiere at the "Royal-Palast" on 14.10.1960 –

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Osterreichische Film und Kino Zeitung

Der meist-prämierte Film aller Zeiten

Metro-Goldwyn-Mayer's

# BEN-HUR

PREIS DER NEW-YORKER FILMKRITIKER  
„Bester Film des Jahres“

PREIS DER AUSLANDSKORRESPONDENTEN  
„Bester Film des Jahres“

BRITISCHER „OSCAR“  
„Bester Film des Jahres“

PREIS DER US-FILMPRODUZENTEN  
„Beste Produktion des Jahres“

VERBAND DER US-FILMREGISSEURE  
„Beste Regie des Jahres“

Und als einmaliger Rekord in der Filmgeschichte  
ausgezeichnet mit

## 11 »OSCARs«!

Bester Film des Jahres

<b>BESTER REGISSEUR</b> William Wyler	<b>BESTER HAUPTDARSTELLER</b> Charlton Heston	<b>BESTER NEBENDARSTELLER</b> Hugh Griffith
<b>BESTE FILMMUSIK</b> Miklos Rozsa	<b>BESTER FILMSCHNITT</b> Ralph E. Winters John D. Dunning	<b>BESTE FARBFOTOGRAPHIE</b> Robert L. Surtees
<b>BESTE FILMARCHITEKTUR</b> William A. Horning Edward Carfagno Hugh Hunt (Künstlerische Regie)	<b>BESTE FARBKOSTUMENTWÜRFE</b> Elizabeth Haffenden	<b>BESTE SPEZIALEFFEKTE</b> A. Arnold Gillespie Robert MacDonald (Bild) Milo Lory (Ton)
<b>BESTER TON</b> Franklyn E. Milton		

An impressive advert that informs about the film's **11 OSCARS** taken from the "Österreichische Film- und Kino-Zeitung".



Left: the festive German Premiere of "Ben-Hur" on the evening of the 14.10.1960 in Munich's "Royal-Palast".

(Image from the trade magazine "Film-Echo" dated 26.10.1960)







◀ RÖMISCHE LEGIONARE bildeten das malerische Spalier für die zahlreichen Prominenten, die es sich nicht nehmen ließen, den Mammut-Film mit aus der Taufe zu heben.

Eine Stadt drehte sich um

# BEN HUR

Glanzvolle Uraufführung des Farb-  
Kolossalfilms in der Isarmetropole

Roman legionnaires formed the picturesque guard of honor for the numerous celebrities who insisted on helping to launch the mammoth film. Brilliant premiere of the colossal color film in the Isar metropolis. (From the Berlin trade magazine "Filmblätter" dated 22.10.1960)

Unter dem Protektorat des Bayerischen Staatsministers für Arbeit und soziale Fürsorge, Herrn Walter Stain

**FESTLICHE DEUTSCHE ERSTAUFFÜHRUNG**  
zugunsten der Deutschen Filmkünstler-Nothilfe  
in Anwesenheit in- und ausländischer Spitzenstars

**14. OKTOBER, 20 UHR, ROYAL-PALAST**  
Premierekarten in beschränkter Anzahl an der Theaterkasse

Metro-Goldwyn-Mayer  
BRINGT

**DAS GRÖSSTE WERK DER FILMGESCHICHTE**



11 OSCARS

Regie: **WILLIAM WYLER**

mit **CHARLTON HESTON · JACK HAWKINS**  
**HAYA HARAREET · STEPHEN BOYD**  
HUGH GRIFFITH · MARTHA SCOTT und CATHY O'DONNELL · SAM JAFFE  
mit **KARL TUNBERG** PROD. **SAM ZIMBALIST**

TECHNICOLOR AUFFÜHRUNG IN CAMERA 85

**Ab Samstag, 15. Oktober**

Täglich 14.30 und 20.00 Uhr. Karten zu DM 3.10 bis 7.10 im Vorverkauf an der Theaterkasse, Tel. 343958 u. Kaufhaus Herta, am Hauptbahnhof u. Ostbahnhof

**HEUTE 20.00 UHR ROYAL-PALAST**

FESTLICHE PREMIERE ZUGUNSTEN DER  
DEUTSCHEN FILMKÜNSTLER-NOTHILFE

unter der Schirmherrschaft des Bayerischen Staatsministers Walter Stain, in  
Anwesenheit in- und ausländ. Spitzenstars. Premierekarten ausverkauft.

Metro-Goldwyn-Mayer  
BRINGT

**DAS GRÖSSTE WERK DER FILMGESCHICHTE**



11 OSCARS

Regie: **WILLIAM WYLER**

mit **CHARLTON HESTON · JACK HAWKINS**  
**HAYA HARAREET · STEPHEN BOYD**  
HUGH GRIFFITH · MARTHA SCOTT und CATHY O'DONNELL · SAM JAFFE  
mit **KARL TUNBERG** PROD. **SAM ZIMBALIST**

TECHNICOLOR AUFFÜHRUNG IN CAMERA 85

**AB MORGEN**

Tägl. 14.30 u. 20.00 Uhr. Karten zu DM 3.10 bis 7.10 an der Theaterkasse, Telefon 333754 und im Kaufhaus Herta am Hauptbahnhof und Ostbahnhof  
Jede Vorstellung dauert 3 Stunden 50 Minuten

**Der Andrang ist gewaltig - Vermeiden Sie das Schlangestehen**

**BENUTZEN SIE DEN VORVERKAUF!**

Left an announcement advert from "Münchener Merkur" dated 07.10.1960, and right the film's premiere advert from the same newspaper dated 14.10.1960.



Schon vor dem ersten Drehtag in aller Munde, seit dem „Oscar“-Regen auch in Deutschland mit Spannung erwartet, stellte sich MGMs Superlativ-Film „Ben Hur“ jetzt in München der Öffentlichkeit. Die Gala-Premiere wurde für die Stadt an der Isar zu einem gesellschaftlichen Ereignis ersten Ranges. Im Royal-Palast drängelten sich dicht an dicht die Film-Prominenten — und vor den Türen die Neugierigen. Alle kamen auf ihre Kosten. Es gab sogar einen Empfang für „prominente Kartenkäufer“, veranstaltet von US-Generalkonsul W. K. Scott: Denn der Erlös der deutschen Erstaufführung, deren Protektorat Bayerns Staatsminister Walter Stain übernommen hatte, fließt der Deutschen Filmkünstler-Nothilfe zu. — 63 Münchener Geschäfte waren mit ihren Schaufenster-Dekorationen auf die „Ben Hur“-Premiere eingegangen.

Left an article about the film's premiere from the Berlin trade magazine "Filmblätter" dated 22.10.1960.

Even before the first day of shooting on everyone's lips and, of course, eagerly awaited in Germany since the film's "Oscar" rain, MGM's superlative film "**Ben-Hur**" was presented to the public in Munich. The Gala premiere became a first-class social event for the City on the Isar. In the "Royal-Palast" the film celebrities crowded tightly together – and in front of the doors curious people. It was worth it for everyone. There was even a reception for "celebrity ticket buyers" hosted by US Consul General W.K. Scott. The proceeds from the German premiere, whose protectorate Bavaria's Minister of State Walter Stain had taken over, would go to the German Film Artists' Emergency Aid. 63 Munich shops took part in the premiere with their "**Ben-Hur**" window decorations.

Right: a prominent guest at the "Ben-Hur" premiere in Munich was MGM representative Morton A. Spring (rightmost), President of the MGM World Organization.

Far left: film actress Germaine Damar.

The 2 images are from the Berlin trade magazine "Filmblätter" dated 22.10.1960.



**BEN-HUR** also see here:

[To commemorate William Wyler's monumental epic "BEN-HUR" shot in MGM's Camera 65 \(in70mm.com\)](http://in70mm.com)



Left: at the premiere, a kiss on the hand for Maria Schell from Eric Steinberg (MGM General Director in Germany). Next to him on the right is Elias Lapinère. (MGM's Chief of Press for Europe)





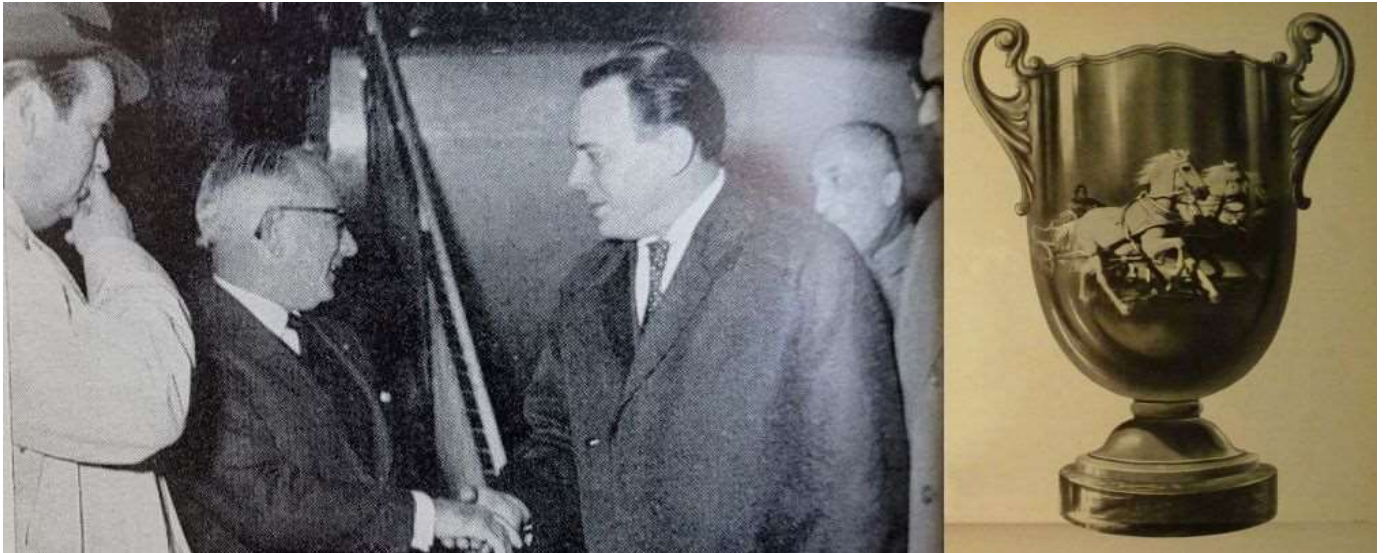
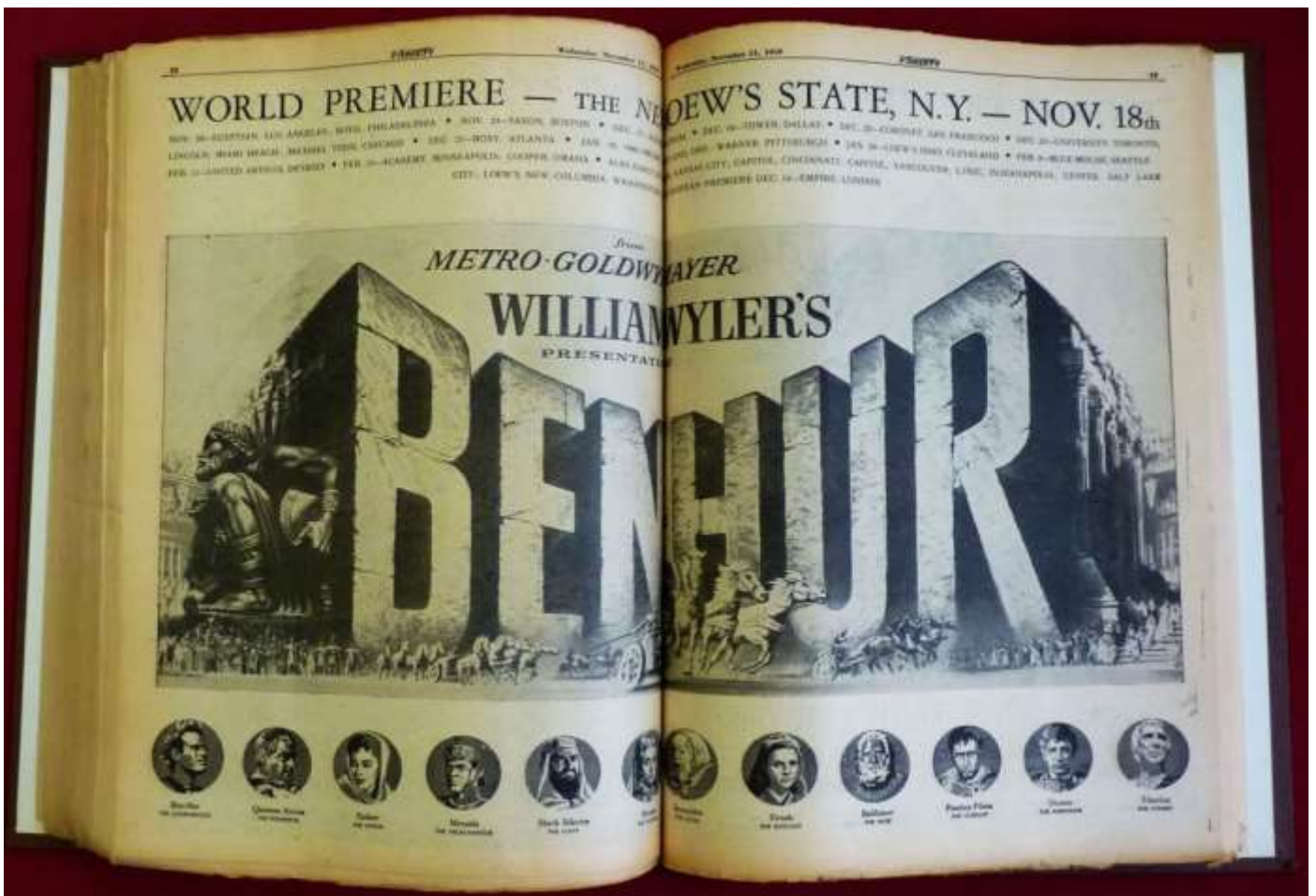


Image left from "Film-Echo" dated 26.10.1960 – MGM President Morton A. Spring (centre left) is welcomed at the Airport Munich Riem with a handshake from W. Wittig (Chief of Press).  
Image on the right: the design of a "Ben-Hur" trophy.

"Ben-Hur" ran at the "Royal-Palast" until 28.04.1961 (28 weeks), and was then taken over by Rudolf Englberth's "Roxy- Filmtheater", Mozartstr. 3-5 (just opposite the "Royal-Palast"), where it had been on the schedule for another 7 months. Englberth had previously had the cinema converted for the projection of 70mm films. The cinema has long since ceased to exist.



"Ben-Hur" World Premiere advert from New York "VARIETY" dated 11.11.1959. It took place at New York's "Loew's State Theatre" on Broadway on 18.11. 1959.

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## The First European Signing of a Contract for **BEN-HUR**

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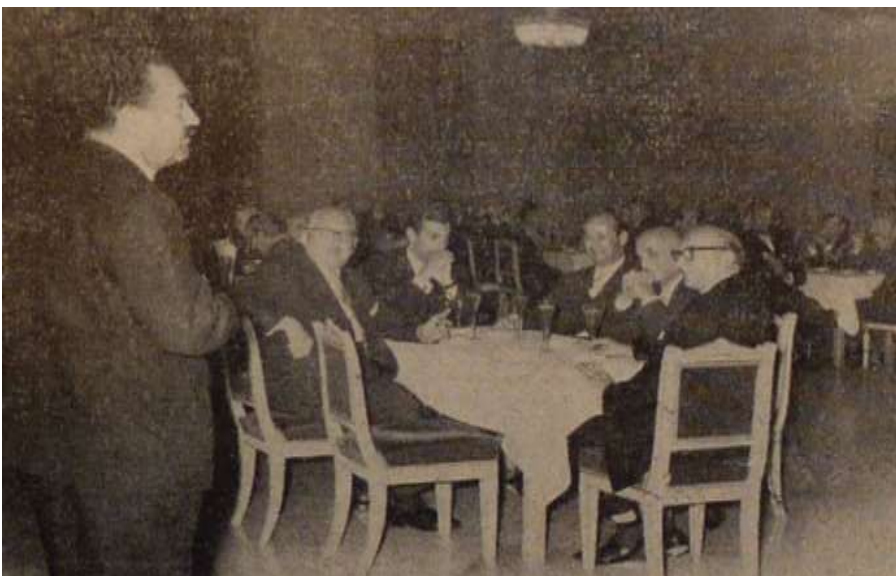
"**Ben-Hur**" was the focus of a reception hosted by the Bavarian Minister of State for Economy and Transport, Dr. Otto Schedl, on behalf of MGM in the foyer of the new Hercules Hall at the Munich Residence on 27th October 1959.

The first signing of a contract for "**Ben-Hur**" in Europe between Metro-Goldwyn-Mayer and the management of the film theatre "Royal-Palast" took place in Munich. At the invitation of the Bavarian Economics Minister Dr. Otto Schedl, representatives of the government in Bonn, as well as representatives of the Bavarian finance, culture and education departments, the archbishop of Munich, Msgr. Thalhamer, representatives of the Evangelical Church, Jewish communities of Munich and a delegation from the city administration attended the festive meeting. Furthermore, the leading gentlemen of radio and television were present – also the German and International Press. Over 130 people attended this festive occasion.

(The following pictures 1 and 2 below are from the "Österreichische Film- und Kino-Zeitung" dated 05.12.1959, and the pictures 3 and 4 from "Der Neue-Film" dated 05.11.1959)



**Picture 1:** On the occasion of the signing of the first contract for "**Ben-Hur**" in Europe, an exhibition was opened in Munich, which can also be seen in Vienna in February of 1960. This exhibition shows works by the famous American artist 'Ben Stahl', who had created the most interesting scenes from the "**Ben-Hur**" film in his graphics.



**Picture 2:** The Bavarian Economics Minister, Dr. Otto Schedl (leftmost), at whose invitation numerous guests attended the ceremonial signing of the first contract for "**Ben-Hur**" in Europe, during his speech.





**Picture 3:** The first "**Ben-Hur**" treaty for Europe is signed in a ceremonial setting. From left to right (seated in front): Erich Steinberg, Director of MGM in Germany, Rudolf Englberth, owner of the "Royal-Palast" movie theatre in Munich; (standing behind): Dr. G. Lippert, Bavarian State Secretary for Finance, Elias Lapinère, MGM's Chief of Press for Europe, Dr. Otto Schedl, Bavarian Economics Minister, Rudolf Englberth jr. and rightmost, Canon Msgr. Thalhamer, Archbishop of Munich.



**Picture 4:** By way of thanks, Dr. Otto Schedl received an antique Roman gold coin from MGM's Chief of Press for Europe Elias Lapinère (left) as a small token of appreciation, and to commemorate the celebrations hosted by the Bavarian government to mark the first European "**Ben-Hur**" agreement.

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**WEST SIDE STORY (West Side Story / USA, 1961)**

**– festive German Premiere at the "Royal-Palast" on 13.09.1962 –**

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Prepared for the Gala reception: the premiere maids give the visitors donations requests and a Berlin brochure. (Images and text below from "Filmlblätter" dated 22.09.1962)

### How the **WEST SIDE STORY** started

Three of four patrons of "**West Side Story**", Munich's Mayor Dr. Vogel, the Bavarian Minister of the Interior, Alfons Goppel, and the Bavarian Minister of Labor and Social Affairs, Walter Stain, attended the glamorous premiere in Munich's "Royal-Palast". The fourth patron, Berlin's governor Willy Brandt, had sent a cordial greeting telegram. Munich's Lord Mayor found words of appreciation and thanks for the United Artists film company and for the audience. The festively dressed and in a festive mood premiere guests, among them numerous stars from film and television, brought together around DM 25,000.- gross cash through the DM 30.- entrance fee per ticket (UA assured that not a single free ticket was issued). The money is intended to give 80 Berlin holiday children "*a place in the sun*" for four weeks each in homes in Upper Bavaria.

The management staff of the United Artists, headed by General Director Karl-Heinz Krüger, was there. Press manager Hans Muth, the Munich UA team, branch manager Anton Huber and press manager Jutta Niehaus had great fighting days, which were worth it. (Flido)



Image on the left from "Filmlblätter" dated 22.09.1962, image on the right from "Film-Echo / Filmwoche" dated 26.09.1962.



ABOVE – left: at Munich's Stachus (a square in the city core of Munich) a "West Side Story" poster made of flowers ... to water daily, and right: the patrons (from left to right): Alfons Goppel (Minister of State for the Interior), Walter Stain (Bavarian Minister of Labor and Social Affairs), Dr. H. Jochen Vogel (Mayor of Munich) and rightmost Oscar winner Daniel L. Fabb (camera & color photo).

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**FLYING CLIPPER – TRAUMREISE UNTER WEISSEN SEGELN**  
(Flying Clipper, Mediterranean Holiday / West-Germany, 1962)  
– festive World Premiere of Germany's first big 70mm Feature  
Film Production at the "Royal-Palast" on 19.12.1962 –

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**WELT-URAUFFÜHRUNG**  
**DER ERSTE DEUTSCHE 70 mm-FARBGROSSFILM**  
IN EASTMANCOLOR UND 6 KANAL-STEREOTON

**FLYING CLIPPER**

**TRAUMREISE UNTER WEISSEN SEGELN**

EINE TRAUMREISE INS MITTELMEER ZU DEN SCHÖNSTEN PLÄTZEN DER ALTEN WELT,  
WIE SIE WENIGEN MENSCHEN VORBEHALTEN IST: PORTUGAL, ÄGYPTEN, LIBANON,  
TÜRKEI, GRIECHENLAND, ITALIEN, MONTE CARLO, FRANKREICH, SPANIEN

EINE PRODUKTION DER MCS-FILM KG. RUDOLF TRAVNICEK IM BAVARIA-FILMVERLEIH

Telefon 53 39 56 **ROYAL-PALAST** am Goetheplatz  
Täglich 14.00 - 17.15 - 20.30 Uhr - Ab 6 Jahren  
Bitte benützen Sie den Vorverkauf täglich ab 11 Uhr

**ABOVE: the movie's World Premiere advert in the newspaper "Münchner Merkur" dated Thursday, 20.12.1962 – the festive event took place one day earlier, on December 19. "Under the patronage of the President of the German Parliament Dr. Eugen Gerstenmaier" had been written in the movie's announcements.**

**"Flying Clipper – Traumreise unter weißen Segeln"** (Flying Clipper, Mediterranean Holiday / West Germany, runtime 154 min, AR 1:2.21), perhaps a German answer to the successful [Cinemiracle](#) movie **"Windjammer: The Voyage of the Christian Radich"** (USA, 1958), had its World Premiere at Munich's "[Royal-Palast](#)" on Goetheplatz on Wednesday, December 19, 1962.

The travelogue is the first German feature film production shot in the new wide-gauge film process called [MCS 70 - Superpanorama \(in70mm.com\)](#), which had been developed by (MCS) Film KG. (Rudolf Travnicsek) [The M.C.S.-70 Process and European Cinema of the 1960s \(in70mm.com\)](#) in Munich at the time.

Recording was done with new, light 65mm reflex cameras ("Field Cameras") – weight without film cassette around 13 kg / 28.6 lbs – which were purpose-designed and built by the Norwegian engineer [Jan Jacobsen](#) (1916-1998). The results were then printed onto 70mm positive film additionally equipped with 6-channel magnetic sound.

### **– At the World Premiere of FLYING CLIPPER –**



**"Flying Clipper / Mediterranean Holiday" (BAVARIA) – at the premiere in Munich's "Royal-Palast" (from left to right) the composer Riz Ortolani and his wife, the singer Katyna Ranieri (Ortolani), the producer Rudolf Travnicsek, the film's directors Rudolf Nußgruber and Herrmann Leitner and 5 sailors bowed on the stage. (Picture from "Film-Echo / Filmwoche" dated 29.12.1962)**



AB 20. DEZEMBER MIT ZEHN 70 mm-KOPIEN IM EINSATZ  
DER ERSTE DEUTSCHE 70 mm-FARBGROSSFILM

# FLYING CLIPPER

## TRAUMREISE UNTER WEISSEN SEGELN

Aufgenommen in MCS 70, Eastmancolor und 6-Kanal-Stereoton

Eine Traumreise ins Mittelmeer, zu den schönsten Plätzen der alten Welt, wie sie nur wenigen Menschen vorbehalten ist: Portugal, Jugoslawien, Ägypten, Libanon, Türkei, Griechenland, Italien, Monte Carlo, Frankreich u. Spanien

From December 20, 1962, with ten 70mm prints in use. The first German 70mm major color film **Flying Clipper – Traumreise unter weißen Segeln** (Flying Clipper – Dream Voyage under White Sails) filmed in MCS 70, Eastman Color and with 6-Channel Stereo Sound.

*A dream trip to the Mediterranean to the most attractive places of the Ancient World, which is left up to only few people: Portugal, Yugoslavia, Egypt, Lebanon, Turkey, Greece, Italy, Monte Carlo, France and Spain.*

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**GRAND PRIX (Grand Prix / USA, 1966)**

– festive German Premiere at the "Royal-Palast" on 13.10.1967 –

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### Gala-Premiere für „Grand Prix“

Eine Premiere besonderer Art wird am 13. Oktober der Münchner Royal-Palast erleben. Anlässlich der deutschen Premiere des MGM-Filmes „Grand Prix“ will der mehrfache Versandhaus-Milliardär Josef Neckermann prominente Münchner zum Kino-Besuch einladen. Preis pro Platz: 50 Mark. Der Reinerlös der Veranstaltung soll der „Stiftung deutscher Sporthilfe“ zugute kommen. Und sie will ihrerseits damit die deutschen Olympia-Teilnehmer unterstützen. Ministerpräsident Alfons Goppel wird für die Premierengäste einen Empfang geben. MGM-Generaldirektor Erich Steinberg wird sich sicherlich nicht über die Start-Hilfe beklagen können.

Left an article from "Filmbblätter" dated 29.09.1967.

### Gala premiere for "Grand Prix"

The "Royal-Palast" in Munich will experience a premiere of a special kind on October 13th. On the occasion of the German premiere of the MGM film "Grand Prix", the multiple mail-order business billionaire Josef Neckermann wants to invite prominent Munich residents to attend the cinema.

Admission fee per seat: 50.- DM. The net proceeds of the event should go to the "German Sports Aid Foundation". For its part, the foundation wants to support the German Olympic participants. Prime Minister Alfons Goppel will give a reception for the premiere guests. MGM General Director Erich Steinberg will certainly not complain about the start-up help.



... and let **CINERAMA** sweep YOU into a Drama of Speed and Spectacle!





Festliche deutsche Premiere, Freitag, 13. Okt.  
 zugunsten der STIFTUNG DEUTSCHE SPORThILFE  
 Schirmherr: Ministerpräsident Dr. h.c. Alfons Goppel

im **ROYAL-PALAST** am Goetheplatz  
 Nur noch wenige Karten erhältlich

**DIE FILMSENSATION UNSERER ZEIT!**

M-G-M ZEIGT EINEN  
 JOHN FRANKENHEIMER FILM

**CINERAMA**

Prädikat: WERTVOLL  
 6-Kanal-Stereo-Ton

**Grand Prix**

AUF DER GROSS-BILDWAND

JAMES GARNER · EVA MARIE · YVES SAINT-MONTAND  
 TOSHIRO MIFUNE · BRIAN BEDFORD  
 JESSICA WALTER · ANTONIO SABATO · FRANCOISE HARDY

DOUGLAS & LEWIS PRODUKTION MIT JOHN FRANKENHEIMER  
 AURTHUR LEWIS · JARRE

IN SUPERPANAVISION UND METROCOLOR

Die Original-Filmmusik auf der Langspielplatte MGM Stereo 665 071,  
 erhältlich bei Ihrem Fachhändler, schuf Maurice Jarre, Komponist  
 der Doktor Schiwago-Film-Musik

HEUTE, 20.30 Uhr, festliche deutsche Premiere  
 zugunsten der STIFTUNG DEUTSCHE SPORThILFE  
 Schirmherr: Ministerpräsident Dr. h.c. Alfons Goppel

**DIE FILMSENSATION UNSERER ZEIT!**

METRO-GOLDWYN-MAYER ZEIGT EINEN JOHN FRANKENHEIMER FILM

**CINERAMA**

**Grand Prix**

AUF DER GROSS-BILDWAND

JAMES GARNER · EVA MARIE · YVES SAINT-MONTAND · TOSHIRO MIFUNE  
 BRIAN BEDFORD · JESSICA WALTER · ANTONIO SABATO · FRANCOISE HARDY

DOUGLAS & LEWIS PRODUKTION MIT JOHN FRANKENHEIMER  
 AURTHUR LEWIS · JARRE

IN SUPERPANAVISION UND METROCOLOR

PRÄDIKAT: „WERTVOLL“ 6-Kanal-Stereo-Ton

**ROYAL-PALAST** am Goetheplatz  
 Telefon 53 39 56

AB MORGEN TÄGLICH: 14.30 u. 19.30 Uhr — Ab 12 Jh.

Two adverts from the newspaper "Münchner Merkur". Left dated 10.10.1967, and right dated 13.10.1967 – the day of the film's premiere. Festive German premiere for the benefit of the German Sports Aid. Patron: Prime Minister Dr. h. c. (Doctor honoris causa) Alfons Goppel.

-----**GRAND PRIX**-----

An article from "Film-Echo / Filmwoche" dated 20.10.1967.

A day-long premiere program was prepared for "Grand Prix". In the late morning, although the plant itself does not appear in the film, BMW gave an aperitif followed by a lunch for film and sports journalists.

The racing drivers Richard von Frankenberg, Hans Stuck and Hubert Hahne were also present.

Then, a press reception took place in the "Royal-Palast", combined with a fashion show that was not closely related to the film. In the theatre's foyer, there were attractive motifs for the cameramen in front of a BMW racing car.





**Left: attractive foyer decorations for the Cinerama film "Grand Prix" in the "Royal-Palast". (Image from the German trade magazine "Film-Echo / Filmwoche" dated 20.10.1967)**

Afterwards they met for a festive reception in the Antiquarium of the Munich Residenz. Here, Alfons Goppel was represented by the Minister of Agriculture Alois Hundhammer.

Then it was back to the "Royal-Palast", where flag-waving car mechanics welcomed the guests. Among the 900 visitors were many well-known film people and athletes. "Grand Prix" was universally recognized, mainly because of its brilliant filming technique. During the film's intermission, Josef Neckermann had invited the audience to a snack.

**The film's musical score was composed by Maurice Jarre**



**Josef Neckermann with his wife and rightmost Minister of Agriculture Alois Hundhammer welcome the guests at the reception in the Antiquarium of the Munich Residenz. (Image from "Film-Echo / Filmwoche" dated 20.10.1967)**

**BONUS: Additional information about Europe's first purpose-built Todd-AO movie theatre – Hamburg's "SAVOY-Filmtheater"**

**The theatre was inaugurated on 14.03.1957 with the following two films:**



## **ROTER STAUB (The Brave One / USA, 1956) and the short demonstration film DAS WUNDER VON TODD-AO (The Miracle of TODD-AO / USA, 1956)**

Here a YouTube clip about the festive opening of Hamburg's "Savoy-Filmtheater":

[Filmdokumentation zum 70 mm Film. Eine Ergänzung zum Buch: "Der unsichtbare Filmstar" von I. Schmidt - YouTube](#)

"Roter Staub" was shown at the "Savoy" in CinemaScope and Stereophonic Sound until 04.04.1957, followed by Edward Dmytryk's movie "Der Berg der Versuchung" (The Mountain / USA, 1956).



Image left (from the author's collection): the ceremonial opening of the film theatre in the evening of March 14, 1957. Image right (from the author's collection): the Brunswick vinyl EP record (10079 EPB – 1956) featuring the film's delightful score, composed by Victor Young.



In Mexico City's bullring – a scene from the film. (Image from author's collection)



Morgen.  
Premiere!

im

Savoy

FILMTHEATER AM STEINDAMM

das neueröffnete Haus mit den modernsten technischen Einrichtungen, einmalig in Deutschland!

Gäbe es einen Filmpreis für Tierliebe - hier wäre er am richtigen Platz  
Dreifach nominiert für die größte Auszeichnung

den  
„OSCAR“

# Roter STAUB

(THE BRAVE ONE)

mit MICHEL RAY  
einem Hamburger Jungen,  
der weltberühmt wurde!

Eine KING BROTHER'S Produktion

**CINEMASCOPE**

Farbe von TECHNICOLOR

In stereophonischem Ton, der plastischen klangvollen Tonwiedergabe!

Musik: Victor Young

mit den Münchner Philharmonikern

Im Beiprogramm:

Ausschnitte aus

Das Wunder von  
**TODD-AO**

Zum erstenmal in Europa gezeigt!

Das neue Bild, der neue Ton,  
die neue Leinwand:

Der Zuschauer glaubt sich inmitten des  
Bühnengeschehens!

Eine Revolution der Filmtechnik!

Täglich:

13.15 | 15.45 | 18.15 | 20.45

Ruf 24 70 70



Demnächst der mit Spannung erwartete TODD AO-Farbfilm

„OKLAHOMA“

"Roter Staub" (The Brave One / USA, 1956). The movie theatre's opening advert from the newspaper "Hamburger Abendblatt" dated 14.03.1957. The film's public premiere took place on the following day.

Coming soon the highly anticipated TODD-AO color film "OKLAHOMA" (USA, 1955). Michel Ray [he also portrays Farraj in "Lawrence of Arabia" (UK, 1962)] see here: [Michel de Carvalho - Wikipedia](https://de.wikipedia.org/wiki/Michel_de_Carvalho)





## THE BRAVE ONE IS THE GREAT ONE

If lavish, hand-tailored care in production, time, money, exceptional story, performances, direction, photography and musical score add up to a box office smash, then the King Brothers production of *THE BRAVE ONE* is the great one on all counts!

*It's Great . . .* because its story is far-from-formula, filled with that living quality called heart . . . and topped with a climax that will turn loose a thunderous wave of applause and ever-mounting word of mouth!

*It's Great . . .* because it brings to your screen Michel Ray, shining, new star whose heart-touching performance will bring back exciting memories of Jackie Coogan, Jackie Cooper, Shirley Temple, Mickey Rooney, Freddie Bartholomew and the other young greats who made picture and box office history!

*It's Great . . .* because it bears the directorial touch of Irving Rapper, who guided Bette Davis in her biggest box office successes as well as many, many others!

*It's Great . . .* because internationally-famous Victor Young's score, performed by the 110-man Munich Symphony Orchestra, is already being hailed not only as his greatest, but as a "sure thing" Academy Award nominee!

*It's Great . . .* because Academy Award winner Jack Cardiff, whose sensational camera work on "Red Shoes" won him world acclaim, has made this CinemaScope production his masterpiece!

*It's Great . . .* because the show-wise producers of "Carnival Story" have poured more than two years and \$2,000,000 into *THE BRAVE ONE* and, with RKO, are backing it with a highly-concentrated pre-selling plan that will use National-type publications at the local, point-of-sale level, plus special teasers, sports page ads, TV and radio in addition to powerful newspaper campaigns designed to make *THE BRAVE ONE* the great one . . . at the box office!

In 1957 an **OSCAR** for Best Writing of a Motion Picture Story to Dalton Trumbo (at the time under the pseudonym "Robert Rich") for **The Brave One**. See also here: [Writing Winners: 1957 Oscars - YouTube](#)



Copyright Inaassofthel bei Nürnberg: ROTER STAUB Foto: MGM



Copyright Inaassofthel bei Nürnberg: ROTER STAUB Foto: MGM

The two press photos above and the following photo on the next page are from the author's collection.



Leonardo (Michel Ray) and his little bull friend 'Gitano' – a scene from the film.

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**OKLAHOMA** (Oklahoma / USA, 1955)  
– festive Gala Premiere at the "Savoy" on 15.08.1957 –

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"Oklahoma" at the "Savoy".  
Image taken from the book  
"Filmstars im Schaukasten"  
by Manfred Christ.



Die Auffahrt der Gäste in Gala war zu Hunderten vom Publikum belagert, als Herbert Steppan's Hamburger „Savoy“-Theater die Norddeutsche Todd-AO-Premiere von RKO's „Oklahoma“ startete. Wochenschauen, Fernsehen, Rundfunk und Presse hielten eine ungewöhnlich zahlreiche Prominenz fest: Marika Röck, Johanna Matz, Georg Jacoby, Claus Biederstaedt, Nadja Regin, Mona Baptiste, Freddy, Anny Ondra und Max Schmeling, Hein ten Hoff, Rudi Schuricke, Paul Kuhn, Hans Richter, Peter Frankenfeld mit Lonny Kellner, Gisela Griffel, Gisela von Collande, die Schönheits-Königinnen und Film-Aspirantinnen Margit Nünke und Gerty Daub usw. — Hamburg bekam auf diese Art eine Film-Show, über die es sich als Filmstadt freuen konnte. Als Filmstadt, die sonst mehr arbeitet als auf „Show“ macht.

Left an article taken from the Berlin trade magazine "Filmlblätter" about the festive "Oklahoma" premiere at Hamburg's "Savoy-Filmtheater".

The arriving of the guests in Gala was besieged by the hundreds of the audience, when Herbert Steppan's Hamburg "Savoy" theatre celebrated the North German Todd-AO premiere of RKO's "Oklahoma". Newsreels, television, radio and the press captured an unusually large number of celebrities: Marika Röck, Johanna Matz, Georg Jacoby, Claus Biederstaedt, Nadja Regin, Mona

Baptiste, Freddy, Anny Ondra and Max Schmeling, Hein ten Hoff, Rudi Schuricke, Paul Kuhn, Hans Richter, Peter Frankenfeld with Lonny Kellner, Gisela Griffel, Gisela von Collande, the beauty queens and film aspirants Margit Nünke and Gerti Daub etc. – Hamburg can look forward to this festive film premiere – a film producing city that works more than it does on "show".

The image contains three movie advertisements for "Oklahoma". The top two are identical posters for the premiere on August 15th at the Savoy Theatre. They feature the film's title "OKLAHOMA" in large letters, the "TODD-AO" logo, and the "Savoy" logo. The text includes "DIE REVOLUTION DER FILMTECHNIK!", "DIE NEUE LEINWAND", "DAS NEUE BILD", "DER NEUE TON", and lists the cast and crew. The rightmost poster is green and features the "Oklahoma" logo and text about its run at the Royal-Palast in Munich, mentioning "8. Woche" and "weiter steigende Besucherzahlen!".

Top an "Oklahoma" announcement advert from the "Hamburger Abendblatt" dated 12.08.1957, below the premiere advert of the film dated 15.08.1957.

On the right a green advert from the German trade magazine "Filmlblätter": the film the world is talking about..."Oklahoma" in Todd-AO now also in Hamburg's "Savoy" after its outstanding start in Munich. In Munich, the "Royal-Palast" reports about further increasing moviegoer numbers in the 8th week!

**And note** ... "Oklahoma" available from September 27, 1957 in CINEMASCOPE optical sound and 4-channel magnetic sound. Secure your appointments in good time.





Only 2 days left! ... an advert from "Hamburger Abendblatt" dated 02.12.1957. "Oklahoma" ran at Hamburg's "Savoy" until 04.12.1957 (a total of 16 weeks).

A Rerun of both Films from 24.04.1959



2 adverts from "Hamburger Abendblatt", on the left dated 23.04.1959, on the right dated 30.04.1959.

Left: the incomparable **MIRACLE OF TODD-AO** grabs you – immediately within reach, you are sucked into the action! You can never forget this experience. You enjoy a flood of glorious melodies over 6-channel magnetic sound in an exhilarating sonority. Hits from records and radio, carried into every household, are sounding in Rogers and Hammerstein's "Oklahoma", which was awarded 2 "Oscars".

Right: this lively pleasure (the roller coaster ride) really puts you in the mood in order to experience the modern film operetta with joy.



**IN 80 TAGEN UM DIE WELT**

(Around the World in 80 Days / USA, 1956)

– festive Gala Premiere at the "Savoy" on 05.12.1957 –



An announcement advert from the newspaper "Hamburger Abendblatt" dated 28.11.1957.



Left a large premiere advert from the newspaper "Hamburger Abendblatt" dated 05.12.1957.



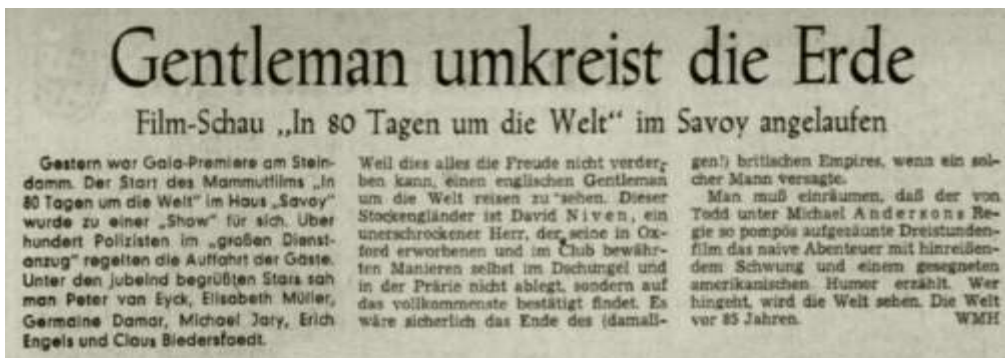
The German program "Illustrierte Film-Bühne" on the film.

Previously, the film's German premiere took place at the Düsseldorf "Capitol-Filmtheater" on 04.10.1957.





Hamburg's "Savoy" and the film "Around the World in 80 Days". The film did not run in 70mm Todd-AO, but in 35mm – most likely in a CineStage (AR 1:2.21) and 4-channel Stereo magnetic sound version, with 3-channel PERSPECTA sound in surround.



An article on the film's premiere from "Hamburger Abendblatt" dated 06.12.1957.

## Gentleman Circumnavigates the Earth

### Film show "Around the World in 80 Days" has started in the Savoy

Yesterday was the Gala premiere at Steindamm. The start of the mammoth film "Around the World in 80 Days" in the "Savoy" house became a "show" in itself. Over a hundred police officers in "big service suits" marshalled the guests' arrival. Among the jubilant stars were Peter von Eyck, Elisabeth Müller, Germaine Damar, Michael Jary, Erich Engels and Claus Biederstaedt. Because none of this can spoil the joy of seeing an English gentleman travelling around the globe. This stock Englishman is David Niven, an intrepid gentleman who never forgets his manners, acquired at Oxford and proven at the club – even in the jungle and on the prairie – finding them endorsed in the most perfect way. It would surely be the end of the (then!) British Empire if such a man failed. It must be conceded that the three-hour film – played so pompously by Todd under Michael Anderson's direction – tells the naïve adventure with ravishing verve and a blessed American humor. Those who go are sure to see the world. The world 85 years ago.



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**SOUTH PACIFIC** (Südpazifik / USA, 1958)

– festive German Premiere at the "Savoy" on 28.11.1958 –

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An advert from "Hamburger Abendblatt" dated 10.11.1958 –  
The film sensation of the Brussels World Fair is coming to Hamburg.



Hamburg's "Savoy" and the film "South Pacific" presented in Todd-AO format.  
(Image from author's collection)





An advert from "Hamburger Abendblatt" dated 20.11.1958, "South Pacific" premiere on 28.11.1958.



Left the film's German premiere advert from "Hamburger Abendblatt" dated 27.11.1958.



Maria Schell was the guest of honor at the German Gala Premiere of the Century-Fox Todd-AO film "South Pacific" in Hamburg's "Savoy". In the photo (from left to right): Mr. Leonhard (European representative of the Todd-AO Society), chief press officer Dr. Siska and rightmost Maria Schell. (Image from "Film-Echo" dated 06.12.1958)



**Savoy**  
 Filmtheater am Steindamm  
 Tel. 24 70 70

Die Filmsensation der  
 Weltausstellung Brüssel

**TODD-AO**

**5.**  
**WOCHEN!**

RODGERS UND HAMMERSTEIN'S  
**South Pacific**

Eine lebensfrohe Schau vor dem Hintergrund  
 der farbenprächtigen Südseeinsel Bali-Hali mit  
**Rossano Brazzi - Mitzi Gaynor - John Kerr**

Karten 8 Tage im voraus • Täglich von  
 11—20 Uhr an der Theaterkasse • Täglich  
 16.30, 20.30, Sbd., Stg. u. Feiert. auch 13 Uhr

Advert from "Hamburger Abendblatt" dated 24.12.1958. "South Pacific" in its 5th week.

More information about Hamburg's "Savoy-Filmtheater" is available here:

[Hamburg's Cinema Jewel, the Savoy, Has Reopened \(in70mm.com\)](http://in70mm.com)

**PETER O'TOOLE**  
 als Lord Jim

**JACK HAWKINS** **ELI WALLACH**  
**JAMES MASON** **CURD JÜRGENS**  
**DALIAH LAVI** **AKIM TAMIROFF**

**70 mm Super-Panavision**  
**6-Kanal-Stereo-Ton**

**Lord Jim**

**SAVOY** Tgl. 15.30 u. 19.30  
 FILMTHEATER AM STEINDAMM  
 Vorverkauf täglich ab 15 Uhr  
 an d. Theater - 24 70 70

"Lord Jim" (UK / USA, 1965) in 70mm and 6-channel Stereo Sound  
 from November 5th, 1971 at the "Savoy".

THE END