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It can be done on a large scale.

The largest manufacturer of ophthalmic supplies in the world, A-O is by no means dependent upon its small-scale excursion into the motion picture business. Last year its profits amounted to \$3.25 per share, up from \$2.65 in 1954. The \$3.1 million damage suffered in the New England flood was reduced to \$1.5 million through tax benefits, and that amount was charged to surplus.

The company which apparently stands to benefit most from the venture in the near future is United Artists Theatre Circuit, Inc., which reported a deficit of 47 cents per share in 1954, and earned exactly one cent per share in the fiscal year ended last August. UATC owns 691,200 shares of Magna common. It also has a half-interest in United California Theatres, Inc., which, in turn, owns 137,000 shares of Magna common and 1,000 "Oklahoma!" participation certificates.

Whether the film, despite the headaches that have plagued it, will go on to become the greatest box-office attraction of all time, remains to be seen. Meanwhile, neither the elements nor man's mistakes have rung down the curtain on "Oklahoma!"