

March 3, 1955

In Life Dick Rodgers says he bought Todd-AO for "Oklahoma!" because of a test showing gals and guys on a picnic: "I found myself wanting to reach for a doughnut, and then for both the girls"

March 22, 1955

March 7, 1955

Mike Todd In

Mike Todd arrived here over the weekend for a week's visit.

Magna Theatre Corp. picked up a pair on "Oklahoma!" Best Scoring of a Musical Picture and Best Sound Recording, and Walt Disney's Buena Vista Distribution Co. hit a single with Best Documentary Short Subject.

Sherwood to Yugoslavia

New York.—Robert E. Sherwood leaves Wednesday for Yugoslavia in connection with the scripting of "War and Peace" for Mike Todd. Director Fred Zinnemann will make a preliminary trip to Yugoslavia after the premiere of "Oklahoma!" in May.

Trophy for the best job on a musical went to Robert Russell Bennett, Jay Blackton and Adolph Deutsch for "Oklahoma!" Only Deutsch was on hand. He was followed to the stage by Alfred Newman, winner for Best Scoring of a Dramatic Picture, "Love Is A Many-Splendored Thing."

March 14, 1955

Steiger has till Wednesday to put back the 35 pounds he shed after "Oklahoma!" Weight is necessary for the added scenes . . . Rod

March 31, 1955

March 15, 1955

Lab cost ALONE on "Oklahoma!" was in excess of \$500,000.

Manner of Pre-Selling 'Okla.' Baffles Film Biz

New York, March 15.—Lack of pre-selling for Magna Theatre Corp.'s "Oklahoma," first release in the Todd-AO widescreen process, has industryites wondering about the policy being pursued in bringing the \$6,000,000 production to the attention of the public.

Ad-pub fraternity agrees that the "Oklahoma" campaign to date has singularly lacked in punch or penetration. However, it's pointed out that Nick Matsoukas, national ad-pub director for Magna, may be deliberately holding his horses so as not to sell his attraction too early.

Publicity, or the lack of it, for the Rodgers & Hammerstein musical has been the subject of considerable comment and speculation, with most hands agreeing that the job done so far on the film hasn't been outstanding.

Matsoukas last week mailed out a folder describing various "Oklahoma" feature yarns available through his office. This is described as a somewhat unusual practice in present-day promotion. Question being asked was why Magna wouldn't make up a kit of story and picture material and make it available without putting interested papers to the trouble of having to write for it.

"Oklahoma" is set to preem at the Rivoli Theatre here in May. Todd-AO and the film got a big spread in Life mag two weeks ago, but the story was primarily concerned with Mike Todd's career.

Most observers tend to compare the "Oklahoma" plugging with the sock exploitation that preceded the opening of Cinerama in NY three years ago. "There wasn't anyone in town who didn't know Cinerama was coming and what it was," one comment ran last week. "I don't think people right now are particularly aware of 'Oklahoma' or the Todd-AO process and what it is."

It's understood that there is some unhappiness among Magna toppers over the manner in which the advance publicity is being handled. Odd angle is that Lynn Farnol, who is credited with a bangup job on Cinerama, also is involved indirectly in the "Oklahoma" film via his p.r. chores for Rodgers & Hammerstein. However, he's kept hands off so far.