

August 3, 1956

RKO Pays \$2,000,000 Advance On 'Oklahoma!' Release Abroad

New York.—RKO Radio Pictures has paid Magna Theatre Corp. \$2,000,000 in cash as an advance guarantee against the foreign distribution rights to "Oklahoma!" and will release the feature abroad in CinemaScope starting in November. RKO paid Magna \$1,000,000 on March 26 and again on July 2, and under certain conditions must pay an additional \$1,000,000 in June, 1957, all against a 35 percent distribution charge.

August 9, 1956

"South Pacific" will be shot in Todd-AO.

August 10, 1956

New York.—Mike Todd's "Around the World in 80 Days" will world premiere at the Rivoli Theatre here Oct. 17, followed by a premiere in Moscow on Oct. 21. Dates for Los Angeles, likely the Egyptian Theatre, and Chicago, probably the Selwyn, will be set within a week.

Todd has rented the Rivoli on a four-wall basis and has appointed Mike Todd, Jr., as general manager of the theatre and Nick Justin as house manager. He is expected to make similar deals for the Egyptian and Selwyn.

The Todd-AO "Around the World in 80 Days" run here will be handled like a legit show, with matinees on Wednesday, Saturday and Sunday. The house will be scaled to a \$3.50 top.

August 13, 1956

In town for the weekend, Mike Todd and his multitude of international long-distance calls. Along were foreign locations director Kevin McClory and cameraman Ted Williams. McClory cornered us one evening and told us that final scenes for "80 Days" were shot at the Plaza Mexico bullring last Saturday, with Mario Moreno "Cantinflas" killing three bulls before a packed arena. This wound up two years of global filming and the expenditure of some \$6,000,000. Todd has hit a snag in Mexico in connection with the showing of the film in Todd-AO down here. No picture has ever been road-shown here and the government office controlling theatre prices takes a firm stand on the present four peso (32 U.S. cents) admission. On this basis, the staggering cost of rigging a local house for the big Todd-AO screen and projection machines couldn't be recouped in years. Possible solution for Mexico will be the reduction of the film to fit local CinemaScope screen. The big picture's world premiere is set for Nov. 1 in New York. McClory told us about the "International Society of Woodpeckers"—and made us a member.

Financial statement of Magna for the fiscal year ended Jan. 31 shows gross income of \$538,236. Selling and general and administrative expenses applicable to distribution amounted to \$1,046,832 and advances for prints and advertising amounted to \$429,791. The excess of distribution expenses and advances over income from the fiscal year amounted to \$893,387.

For the quarter ended April 30, however, the operation resulted in an excess of \$983,605 of income over distribution expenses. This quarter took in \$1,000,000 of the foreign rights advance from RKO Radio.

Up to Jan. 31, "Oklahoma!" had opened in only four theatres. Since that date the Todd-AO feature has opened in 12 additional cities, contracts have been signed for 11 other cities and contracts are being negotiated with others.

The film "Oklahoma!" is carried on the Magna Theatre Corp. books as of Jan. 31 at \$5,232,061. Picture had its world premiere at the Rivoli here last October and is scheduled to close about Oct. 13 this year to make way for Mike Todd's "Around the World in Eighty Days."

In a recording session for "Around the World in 80 Days," music contractor Henry Hill is using some of the Fifth Amendment musicians, among them Eudice Shapiro and Victor Gottlieb, both fired by U-I for taking the Fifth. Wasn't it "World" producer Mike Todd who recently announced a production deal with the Soviets? Any connection?

'Oklahoma!' Shows Big Staying Power

New York.—"Oklahoma!" in Todd-AO has proven its tremendous staying power by breaking existing records for both gross and number of weeks played in six key cities throughout the country, according to E. K. "Ted" O'Shea, vice president of Magna Theatre Corp.

As an example O'Shea cited following engagements at Rivoli Theatre, N. Y. "Oklahoma!" in 41st week has higher boxoffice gross than any week from 29th to 41st. 2.—The 28th week gross at McVickers Theatre, Chicago, is higher than every week from 16th on. 3.—The 23rd week at United Artists Theatre, Detroit, is higher than 14th week. 4.—The 22nd week at Film Centre, Baltimore, is higher than 15th week. 5.—The 21st at Sheridan, Miami Beach, is higher than 9th week. 6.—The 20th week at Coronet, n Francisco is higher than 10th.

August 22, 1956

2 'Oklahoma!' Openings

New York. — "Oklahoma!" in Todd-AO will open with gala premieres at the Brown Theatre in Louisville tomorrow and at the Lyric Theatre in Indianapolis on Aug. 29, according to Ted O'Shea, v.-p. and general sales manager of Magna Theatre Corp.

August 23, 1956

Todd Finalizing Deal to Produce Films in Russia

At a press luncheon yesterday hosted by producer Mike Todd at the Beverly Hills Hotel, guest of honor Vladimir Surin, Russia's First Vice-Minister of Culture, speaking through an interpreter, said his visit here was primarily for the purpose of finalizing talks on Todd's first production in Russia, "The Great Concert," scheduled to roll in Todd-AO the first of next year.

Surin assured the reporters that Todd would have as much freedom in producing his Russian pictures as he enjoys here. Stressing Russia's desire for a closer, cultural exchange, Surin said he and his technical assistant, Michael Vysotsky, will leave today for New York where he meets tomorrow with Spyros Skouras to effect an exchange of outstanding films between the U.S. and Russia.

Among those attending the luncheon were Rouben Mamoulian, representing the Screen Directors Guild, and Pandro Berman, representing the Screen Producers Guild.

August 25, 1956

August 28, 1956

Albert Leonard Abroad To Push 'Oklahoma!' Sales

New York.—Albert Leonard, director of foreign sales for "Oklahoma!", has planned to Europe to meet with RKO sales representatives on overseas exhibition of the picture. Leonard will stop off first in Frankfurt to meet with Joseph Bellfort and Charles Rosmarin. He also will attend the first European demonstration of the Todd-AO process at the Photokina Exhibition in Cologne, Sept. 29 and will seek to interest exhibitors in principal cities in showing "Oklahoma!" in the Todd-AO process.