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PHOTO FIND WINS PRAISE

First Glimpse of Todd-AO Displays New Technique

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The first glimpse of the Todd-AO process was shown yesterday on an M-G-M sound stage, and the results were startling, stimulating and very beautiful.

You might think that with 3-D, CinemaScope, Cinerama and Vistavision there couldn't be anything new in front of the cameras, but Todd-AO definitely proves there can be and is.

This process of photography combines the best of Cinerama's audience participation effect with much of the wide angle of CinemaScope and Vistavision, and makes new advances not only in visual accuracy at depth but also in the visual beauty currently being brought to the screen.

The name is a combination of Michael Todd and the initials of the American Optical Company, whose research staff of engineers and scientists, headed by Dr. Brian O'Brien, developed the original research and finished product.

REFINEMENT——

Arthur Hammerstein II and Richard Rodgers, who are out here for the filming of "Oklahoma!" were present at the showing.

Only a glimpse of the tests of "Oklahoma!" were shown, plus three sequences of a ride on a roller coaster, an excursion on the Grand Canal of Venice and a quick flash of a bullfight.

These duplications of Cinerama scenes were deliberate, to reveal the further refinement in the Todd-AO process, and presenting views which were clear and brilliant.

One of the features of Todd-AO is that this process demands no reconstruction of the theaters using it.

It was shown at M-G-M yesterday in a 2-1 ratio, that is, the screen was 50 feet wide and 25 feet high. Around the curve, the screen measures 60 feet.

Dr. O'Brien pointed out that this ratio can be adjusted to fit any size screen and only one projector is needed — not several as in the case of Cinerama, and only one projection booth.

You can sit any place in the theater, and it looks as though Rodgers and Hammerstein, Joseph Schenk, George Skouras and Michael Todd have themselves a great invention.