

Another Plug for 'Oklahoma'

People Will Say We're In Love With the Show

By Leo Sullivan

THE NO. 1 FAN of "Oklahoma!" returns to his desk today. And this is to welcome R. L. C. back to his beat with the word that his favorite musical is once again in the news.

Last week, Hollywoodites were given a demonstration of the new Todd-AO process in which the Rodgers and Hammerstein show is about to be filmed. The verdict, according to wire reports, is that Mike Todd and the Messrs. Rodgers and Hammerstein have a formidable weapon in the still-ranging battle of the bulging screen.

Developed by the American Optical Co., at the urging of Mr. Todd, the process is said to achieve size without bulkiness and blur and to make installation possible without much cost and without sacrificing theater space. It has a seven-voice soundtrack, like Cinerama's, gives just about the same degree of curve to a somewhat smaller screen and uses one camera and one projector.

When "Oklahoma!" goes before this new camera in Tucson, Ariz., on July 14, Gordon MacRae will be playing Curly; Shirley Jones, Laurey; Gloria Grahame, Ado Annie; Gene Nelson, Will Parker, and Charlotte Greenwood, Aunt Eller. And—who knows?—This wonderful show, which made all its contemporaries on Broadway old hat, may be getting ready to do the same thing in Hollywood.

CINEMASCOPE, not to be outdone, gave a demonstration last week, too. That was in New York but tomorrow morning at the Capitol Theater, a local trade-press audience will see the same thing.

This medium, determined by Twentieth Century-Fox to be THE medium for all, has made some recent strides, it seems. New camera lenses have been developed to afford greater and more consistent clarity to the screen. And stereophonic sound, CinemaScope's greatest gift to my mind, has been further refined.

Scenes from "The Egyptian," the first picture to take advantage of the improvements, will be shown along with some footage from "Broken Lance," "Untamed" and "There's No Business Like Show Business."

So you see, Hollywood's tug of war on the open field of techniques is not quieting down, as was predicted and hoped for in many quarters.