

March 3, 1955

March 22, 1955

**American Optical Net
For Year \$2,156,688;
Blame Strike For Dip**

Southbridge, Mass., March 3. — Sales and earnings of the American Optical Co., which developed the Todd-AO process in association with Mike Todd, were off in 1954 from those of the previous year, according to financial statement disclosed by prexy Walter A. Stewart today.

Net sales for 1954 amounted to \$67,300,604 as against \$71,069,406 in 1953, repping \$2.65 per common share compared to \$3.10 in previous year. Net income for 1954 was \$2,156,688, as against \$2,524,359 for 1953.

Decline in earnings, Stewart stated, was due to a number of factors. These included a 62-day strike at company's instrument division in Buffalo, reduction of inventories, a decline in demand for company's safety products resulting from lower industrial activity, particularly in the heavy goods industry, and a lower volume of Government biz.

Exec also reported that business in the company's principal, ophthalmic, lines improved and new products intro'd during year had met a response indicative of continuing appeal.

Winners of Academy Awards

Special Effects

"THE BRIDGES AT TOKO-RI," Perlberg-Seaton, Paramount. John Fulton.

Sound Recording

"OKLAHOMA!" Todd-AO Sound Dept., Fred Hynes, Magna Theatre Corp.

Best Scoring of a Musical

"OKLAHOMA!" Rodgers-Hammerstein, Magna Theatre Corp. Robert Russell Bennett, Jay Blackton. Adolph Deutsch.

MAGNA THEATRE CORP.

Best Scoring of a Musical Picture—"Oklahoma!"
Best Achievement in Sound Recording—"Oklahoma!"

Arthur Hornblow, back from the Hempstead, L.I. sneak of "Oklahoma" in its C'Scope version, sez he never saw so many Wall Street bankers in a theatre. They're heavy investors in Todd-AO . . . There is now a new Phillips projector at Metro that can handle 35m, CinemaScope and Todd-AO . . .

March 20, 1955

**May Postpone 'Okla.'
Unveiling Until August**

New York, March 20.—The opening of "Oklahoma" at the Rivoli may be set back to August. Pic, first release in the Todd-AO process, was to have preemed there in May.

Tentative decision to postpone is

said to be traced to several reasons. For one, lease on house, owned by L. B. Mayer, is up within another year and George Skouras is reluctant to risk considerable investment in Todd-AO equipment and installation without certainty as to his tenancy status.

The Rialto is currently closed ostensibly for alterations, although the house had shuttered before because of lack of product.

Another reason delaying the "Oklahoma" opening is the time element for subsequent preems of the Todd-AO feature in other cities. If pic opens here in May, other preems would string out into summer. Magna execs feel August would be better kickoff date.

Whether the need to reshoot some "Oklahoma" sequences had anything to do with the holdup isn't known. However, it's said reakes were merely routine.