

November 15, 1955

Hammerstein Westbound For 'Oklahoma!' Opening

Oscar Hammerstein II flies in from New York for Tuesday's local invitational premiere of Rodgers & Hammerstein's "Oklahoma!" at the Egyptian Theatre. Richard Rodgers must remain in New York to continue rehearsals of R. & H.'s new show, "Pipe Dream."

Four Emcees to Serve At 'Oklahoma!' Preem

Four emcees—Will Rogers, Jr., George Putnam, Reed Browning and Shirley Thomas—will join forces to introduce celebrities Thursday night at the gala Hollywood invitational premiere of Rodgers & Hammerstein's "Oklahoma!" at the Egyptian Theatre.

Festivities in the forecourt, arrival of stars and interviews will be telecast on a three-camera projection over KTTV and broadcast by radio over KABC.

... The spectacular installed outside the Egyptian to spectacularize "Oklahoma!" is almost as spectacular as "Oklahoma!"

... Egyptian Theatre has 1300 seats and 6000 requests for tomorrow night's "Oklahoma!" preem ... Oklahoma's own Gov. asked for 200 seats for the preem got 20 ... George Skouras is throwing a party after "Oklahoma!" at the Ambassador.

November 17, 1955

'Oklahoma' in New Process

Tonight's "Oklahoma!" opening at the Egyptian also will mark the West Coast bow of the Todd-AO process with the new Westrex six-track stereophonic sound. The Todd-AO screen has a 70mm picture frame, three and a half times the area of standard 35mm, and the huge image is twice as wide as it is high. The six-channel stereophonic sound recording was done entirely on equipment furnished by Westrex, which also installed the sound reproducer system.

Following tonight's invitational premiere "Oklahoma!" will start its extended roadshow run, with three performances on Saturdays and Sundays.

Egyptian Theatre forecourt ceremonies tonight will be telecast over KTTV and broadcast via radio over KABC. Governor Raymond Gary of Oklahoma and Oscar Hammerstein II will be hosts at the premiere, with four emcees handling introductions of celebrities.