

November 18, 1955

'Oklahoma!' Scale Cut

New York.—Weekday price scale for "Oklahoma!" is being reduced 50 cents beginning Nov. 28. Tops for orchestra Monday through Thursday evenings will be \$3 instead of \$3.50. Orchestra seats, Monday through Friday matinees, will be \$2.25 instead of \$2.75.

November 23, 1955

Perelman Winds Stint

S. J. Perelman, The New Yorker humorist who has been here the past several weeks working on the script of "Around the World in 80 Days" for Micahel Todd, completed his assignment over the weekend and returned east.

November 21, 1955

brand new career, at \$150,000 per picture, for Gordon MacRae, who pestered Arthur Hornblow for the Curly role in "Oklahoma!" a whole year. At one point he offered to do it for nothing.

Mike Todd is being secretive about a new gimmick in "Around the World, etc." Even the director doesn't know about it . . . So we've had silents and talkies and wide screen. So what is it, Mike—feelies? . . . Marlene, looking sensational, refused a TVisit at the "Oklahoma!" preem . . . Jay Flippen, waiting in line behind Nancy and Ronnie Reagan to be interviewed over ABC by Will Rogers, Jr., cracked: "Get me—I'm waiting to go on for nothing!" . . . Gordon and Sheilah MacRae were necking in the Egyptian lobby under the mistletoe . . . Jack Warner staged and got smacked under the mistletoe too—by Milton Sperling's secretary . . . Esther Williams was the last stag to arrive. Ben's in Chicago . . . Gene Nelson, at George Skouras' Grove party following the preem: "This is a great thrill for me, this premiere. Matter of fact, this is the only picture I ever made that was premiered!" . . . Shirley Jones, the town's newest star, came on looking like a triple-decker ice cream cone. What a doll . . . MacRae, who is Curly right down to his eye-teeth, pointed out that the Grove is the very room in which Fred Zinnemann and Arthur Hornblow caught his act for the first time, last February, pre-signing . . .

Dickson to Handle 'Oklahoma!' Shows In Other Cities

Dick Dickson, United Artists Theatres circuit general manager here, has been tabbed by George Skouras, Magna president, to take charge of premiere openings of "Oklahoma!" in Chicago, Detroit and St. Louis.

Dickson supervised all phases of the "Oklahoma!" bow last week at the Egyptian Theatre and flies out tonight for New York.

Since all three openings are on Christmas Day, Dickson will bicycle between the McVickers Theatre, Chicago; United Artists, Detroit, and Missouri, St. Louis.

After the first of the year, he will go abroad for European openings.

. . . Rodgers & Hammerstein, waiting to see how "Oklahoma!" and "Carousel!" do in Todd-AO and 55mm CinemaScope, respectively, won't film "South Pacific" till '57 . . . However, tune team IS talking a Spectacular that would use the biggest numbers from these three shows, plus slices of "Allegro" and "Me & Juliet" . . . Likeliest candidate for Nurse Nellie Forbush in "Pacific": Shirley Jones . . . Miss Jones and Gordon MacRae, by the way, may be term-ticketed by 20th.

November 22, 1955

IATSE, UA Theatres Sign New 'Oklahoma!' Contract

A new deal covering Todd-AO road-showing of "Oklahoma!" at the Egyptian and other United Artists Circuit theatres has been signed by the circuit with IATSE Local 150. Contract calls for the same number of men as would normally be employed under a standard contract, but the new Todd-AO deal hikes hourly wage scale to \$3.70, same as Cinerama, the union regarding the two processes as directly competitive.

Provision also is made for additional wage boosts and health and welfare benefits in event those are obtained from major circuits starting next July.

November 29, 1955

There are those who believe Mike Todd got out of Todd-AO at the right time . . . Process, despite Todd's duckout, is everything its originators thought it would be . . . Only trouble being that it was launched with a script that didn't avail itself of all the possibilities . . . Also, the "Oklahoma!" prints aren't clear enough, this because of the lack of proper printing equipment . . .

"Around the World in 80 Days" will run three hours.