

August 1, 1955

**Okla. Governor Attending 'Oklahoma!' Preview Here**

Governor Raymond Gary of Oklahoma is joining Richard Rodgers and Oscar Hammerstein II here Aug. 16 to host a special press and industry preview of the Todd-AO version of "Oklahoma!" at the MGM studio. World premiere plans will be announced at the same time.

August 4, 1955



• THE RUSH to new physical widths for our pictures poses a great sign of danger. For years the screen size remained the same; now there are changes being planned almost every hour.

Seemingly every major production outfit wants to be alone in the development of new widths. All seem to feel the new width they are working on is going to be the only answer. None has any desire, at this point, for a standardization. Confusion is rampant and the results might end up disastrously.

Let's look at the score to date.

Todd-AO is coming out with a 70mm width with the release of its "Oklahoma!" MGM is building cameras and other equipment for 65mm production. Twentieth-Fox will start its first picture on 55mm in a few days. Paramount is showing signs of jumping its "Lazy-8" aperture to a wider screen, and goodness knows what's going on in the minds of the rest of the plants.

Why?

With the launching of CinemaScope and its size, 20th broadcast the information that this was "the ultimate in screen size." This company must have upward of \$100,000,000 invested in C-Scope negatives and equipment, to say nothing of what the theatres of the world have invested in the projection apparatus to screen it. Paramount has just now started its full growth with its VistaVision. There, too, is a big investment in films and equipment. Why would these two companies move into bigger widths, jeopardizing what they already have, spending money for the new and adding more confusion to the exhibitors' screen problem? What's wrong with what they have and what the theatres have equipped for? Is this wider film of such greater importance, and if so, why don't they get together on a standardization?

We can understand the Todd-AO 70mm jump. That move has reason because the company is new, has no other width investment, with the process creating the need of this wide film. But why should MGM be rushing into 65mm with tremendous investments in this new equipment without conferring with the rest and all agreeing that a new look is now necessary and that the new width should be 55, 65 or 70mm?

With most companies showing greater profits than ever before, is all this width confusion necessary to hold and increase those gains?

August 2, 1955

**MAGNA THEATRE CORPORATION**

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August 8, 1955

**Brazzi Will Do Top 'South Pacific' Role**

Rome.—Rossano Brazzi, who is not only a good actor but can sing, has been signed by Rodgers and Hammerstein for the Pinza role in the picture version of their stage hit "South Pacific," which will be shot in Todd-AO.

Brazzi has just been signed by U-I to a three-year contract calling for one picture per year. He will come to Hollywood from Italy in the early fall for his first U-I picture, which will be determined soon.

August 16, 1955

... Big question here is: Which theatre will have the honor of presenting "Oklahoma!" when it opens next January. Since the Noel Coward big build-up of Todd-AO at Mike's fabulous press reception, London is agog to see the first picture in the new process. Following the London preem, it loyoks like "Oklahoma!" will be roadshown through Britain...

August 17, 1955

**Farrow Quits Todd; Anderson on 'Days'**

London.—Michael Anderson, whose last picture was "The Dam Busters," has been engaged by Michael Todd to direct the English sequence of "Around the World in 80 Days." Producer-director John Farrow and assistant Emmett Emerson have resigned from the production and are returning to America.

**Oklahoma Sponsors 'Oklahoma!' Dates**

Oklahoma will sponsor the numerous world-wide engagements of Rodgers & Hammerstein's "Oklahoma", Gov. Raymond Gary of that state announced yesterday at the first of a series of showings of the film, which will be distributed by Magna Theatre Corp.

World premiere of the picture, first to be made in the new Todd-AO process which uses a 70mm wide-film, six magnetic sound tracks and a greatly curved screen twice as wide as it is long, is now set for the Rivoli Theatre Oct. 11. The Hollywood premiere will be held Oct. 19 at the Egyptian Theatre.

Theatres showing the picture will be unofficially "annexed" to the state of Oklahoma, and fly the state flag. Screenings will be on a reserved seat, roadshow basis only, according to the announcement.