

June 26, 1956

Todd Gearing '80 Days' For Oct. 8 NY Premiere

New York. — Mike Todd is moving the negative of "Around the World in 80 Days" to the Technicolor Laboratory for final processing work and printing in 70mm. Todd-AO. Premiere is tentatively set for Oct. 8 on Broadway and Todd is now here arranging for a theatre. His deal for the Globe on Broadway fell through when William Zeckendorf bought the fee and then the building with Feuer & Martin and Roger Stevens. Todd may lease the Rivoli, where "Oklahoma" is now playing.

June 28, 1956

Todd, Jr., in Town

Michael Todd, Jr., associated with his father in the Michael Todd Co., arrived here over the weekend for business conferences and a screening of "Around the World in 80 Days" footage now in final cutting stages. Todd, Jr., recently discharged from the Navy, returns to New York tonight.

June 29, 1956

Todd-AO Showcase Reel Is Attracting Exhibitor Interest

The new 12-minute prologue reel explaining the Todd-AO process now being shown in conjunction with "Oklahoma!" at the Egyptian and United Artists theatres not only is making a hit with patrons but also is attracting considerable exhibitor interest, according to Harry Wallace of United Artists Theatre Circuit.

Checking audience reaction, several exhibitors reported that from the standpoint of participation and thrills the majority said Todd-AO is more exciting and satisfying than Cinerama. Particularly noted was the fact that the Todd-AO screen picture has no seams and there is no jumping or fading of colors.

Mechanically, exhibitors are much impressed by the comparative operational simplicity of Todd-AO, which requires only one camera whereas Cinerama uses three. National Theatres' Cine-Miracle process, soon to be introduced, is a three-panel system handled from a single projection booth.

The introductory short, titled "The Miracle of Todd-AO," was produced by Todd-AO for Magna Theatre Corp., which is distributing "Oklahoma!" It will be used for showcasing and promotion of the process.