

May 6, 1955

Magna Appoints Peiser

New York. — Seymour Peiser has been named West Coast advertising publicity and exploitation representative for Magna Theatre Corp. to prepare the midsummer Hollywood premiere of Rodgers & Hammerstein's "Oklahoma!" Peiser, who is v.-p. of Western Advertising Agency, also will represent United Artists Theatres as ad-publicity director. He starts May 15.

May 13, 1955

Mamoulian to Direct 'Oklahoma!' for Europe

Rouben Mamoulian leaves Monday for New York to direct the special production of Rodgers & Hammerstein's "Oklahoma!" being presented in Paris and Rome under sponsorship of the Department of State as part of the U.S. "Salute to France" goodwill program.

It is the second such time that Mamoulian has been so honored by the State Department. In 1951 he was asked to direct "Oklahoma!" for the Berlin Arts Festival. Mamoulian, who directed the original New York company of "Oklahoma!" as well as many others, will accompany the troupe to Paris. Mrs. Mamoulian goes with him.

May 20, 1955

Mike Todd Westbound

New York.—Mike Todd planes to coast tonight to confer with John Farrow on studio and location shooting of "Around the World in 80 Days," scheduled to go before the Todd-AO cameras in two weeks. While on the coast Todd also will sign a unit manager and scenic designer for "War and Peace." Todd and Robert Sherwood leave for Yugoslavia on May 28 on "War and Peace" preparations. He will be accompanied to the coast by Ernie Anderson, head of publicity and advertising for Michael Todd Productions.

May 27, 1955

SDG Theatre Gets Screen Permitting 'Scope, VV, T-AO

Creation of a special screen frame that will permit projection of CinemaScope, VistaVision and Todd-AO films on a single wide-screen is announced by George Sidney, president of the Screen Directors' Guild, as a feature of the new SDG building theatre at Sunset Blvd. and Hayworth Ave., West Hollywood. Building is being dedicated June 5.

Frame of the special screen contains eight locking racks to enable the screen to be adjusted to the various curvatures necessary for each of the different types of projection. Through the use of springs at the bottom and sides of the framework, the screen will be held firm at any desired position. As a result of the flexibility of the screen

through this operation, the SDG theatre will be the first in the world to be equipped for the showing of films in all of these wide-screen processes.

The frame measures 30 x 54 feet and the screen will take a picture 28 x 52 feet. Through the technique it employs, the depth of the screen's curve can be changed from 3 ft. to 10 ft. as required.

Architect Arthur Froelich and Joseph C. Youngerman, executive secretary of the guild, worked out the screen plan with the assistance of the top technicians in each of the three systems desired. Cooperating with them were Mike Todd and Skippy Sanford of Todd-AO, Loren Ryder of Paramount (VistaVision) and Sol Halprin of 20th-Fox (CinemaScope). Also working closely with this group in the development of the frame was Henry Grussing, projection engineer of the B. F. Shearer Co., which built the frame at its plant in Seattle. The frame will contain a Raytone Super Hilux Screen, constructed by Raytone Screen Corp. of Brooklyn.

While we're on the subject of money, just get a load of this: Mike Todd has made a verbal bet with Charlie Feldman, Billy Wilder and Charles Vidor \$50,000 to their \$5000—that's a 10-to-1 bet, kids—that he WILL make "War and Peace"!