

September 14, 1955

### Michael Todd Arrives; '80 Days' to Colorado

Michael Todd arrives here today from London and Paris via New York, and filming of his production of the Jules Verne classic, "Around the World in 80 Days," in Todd-AO, will transfer from the continent to Durango, Colo., over the weekend. Company resumes filming at the high Rockies location on Monday.

British director Michael Anderson, who has been directing the London and Paris sequences of the production, wound up filming in Paris last night and planed out for Hollywood with the company including David Niven and Cantinflas.

September 15, 1955

### Nat'l Theatre Men Seeing 'Oklahoma!' In CinemaScope

Colorado Springs.—As the windup feature of the National Theatres convention here tonight, the theatre men will see the 35mm CinemaScope version of "Oklahoma!" The C-Scope film is being shown because there is no equipment ready to screen the Todd-AO version here.

### All '80 Days' Guest Stars Get Spotlight, Says Todd

Each and every one of the song list of foreign stars signed by Michael Todd for "Around the World in 80 Days" will make an appearance and do a spotlight number in the Todd-AO production, the producer stated yesterday on his arrival here from abroad.

Among the talent, in addition to stars David Niven, Cantinflas and a feminine star not yet selected, will be Noel Coward, Finlay Currie, Luis Dominguin, Sir John Gielgud, Hermione Gingold, Trevor Howard, Glynis Johns, A. E. Matthews, John Mills, Robert Morley, Ronald Squires, Basil Sydney and Harcourt Williams.

Director Michael Anderson arrives today to resume direction on the next location, Durango, Colo.

Mike Todd tagged Rex Harrison for "Around the World in 80 Days"

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### '80 Days' Star List Augmented by 3

Three more internationally known stars — Beatrice Lillie, Martine Carol and Fernandel — have been added by Michael Todd to the array assembled for his Todd-AO production of "Around the World in 80 Days." This makes a total of 16 top Continental and British personalities cast around stars David Niven and Cantinflas.

Michael Anderson, director of the film, arrived here last night for the start of domestic shooting Monday at Durango, Colo.

First section of the location company takes off this morning by chartered plane from Burbank for the Colorado location, with a second section leaving tomorrow. Troupe will number 127.

September 19, 1955

## 50-CITY NEWSPAPER ADV'G SPLURGE FOR 'OKLAHOMA'

### \$500,000 Budget To Kick Off Film

In one of the heaviest pre-selling campaigns ever given a motion picture, Magna Theatre Corp., which is distributing the \$7,000,000 film version of Rodgers & Hammerstein's "Oklahoma!" in the Todd-AO process, has budgeted more than \$500,000 for newspaper advertising in 50 key cities to launch the attraction, according to the Bureau of Advertising, American Newspaper Publishers Assn.

For the New York world premiere Oct. 13, saturation advertising totaling 6000 lines is being run in every newspaper in the New York market ahead of the opening. Later, as the film opens on a progressive city-by-city schedule in 50 top markets, it will again be backed in each case by 6000-line pre-promotion campaigns in all area newspapers.

Sunday magazine sections and local merchandising tie-ins with the newspaper campaign also will be utilized, along with a substantial campaign in general magazines. All advertising will be placed through the Donahue & Coe agency. Nicholas J. Matsoukas is national ad-publicity-exploitation director for Magna.

Engagements of "Oklahoma!" in the initial 50 markets will all be on a road-show basis, with two reserved-seat performances daily.

### Van Zandt for '80 Days'

Philip Van Zandt has been signed by Michael Todd for "Around the World in 80 Days." He leaves Thursday for the Colorado location.

### Hornblow Speaks in Paris

Paris.—Producer Arthur Hornblow will appear as guest lecturer this week at the Institut des Hautes Etudes Cinematographiques. Subject will be new motion picture techniques, based chiefly upon his experiences as the producer of "Oklahoma!" in Todd-AO process.

### Mike Todd Sets Anderson To Direct Second Picture

Michael Anderson, who arrived here over the weekend after filming London and Paris sequences of Michael Todd's "Around the World in 80 Days," has been contracted by Todd to direct another production following "80 Days." Second property will be determined later.

Anderson has left for Durango, Colo., where the next sequences of the Jules Verne classic will be shot, with David Niven and Cantinflas in the starring roles. A cast and crew of about 135 will make the Colorado location for the Todd-AO production.