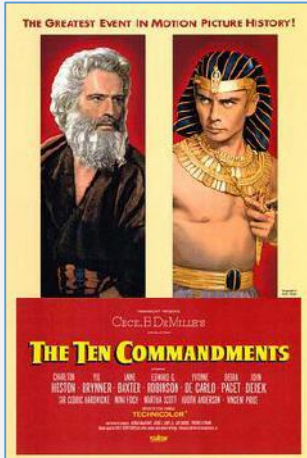




SYDNEY IN 70MM – PART 2
THE BLOW UP

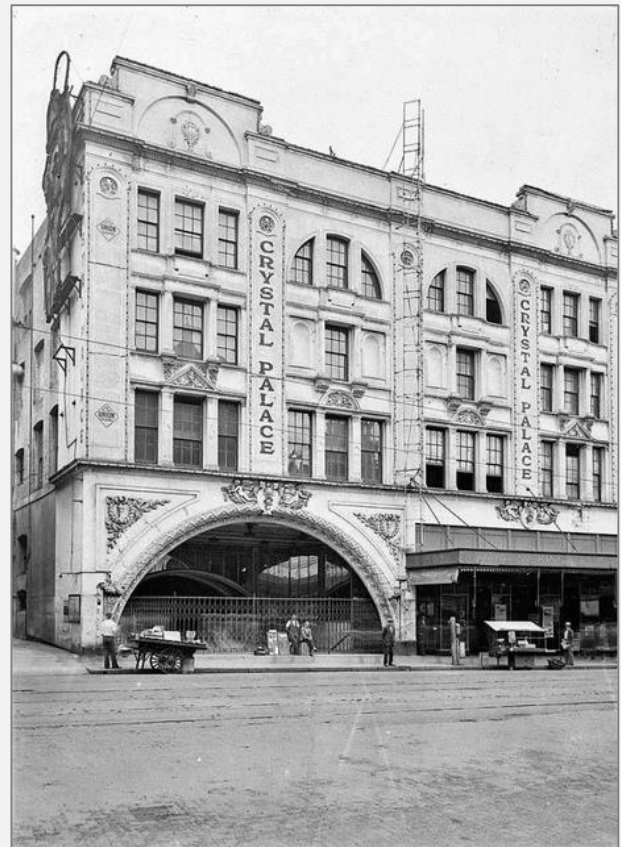


CINEMASCOPE 55

VISTAVISION

SPHERICAL

PANAVISION



The Hoyts Century theatre was located at 586 George Street (opposite the Hoyts Regent Theatre which showcased the first CinemaScope film *The Robe* on the 9th December 1953). The Century stood on the site of the Crystal Palace Theatre [1912]. The Crystal Palace closed during the depression [1929-1931] and after remodelling where a cinema and offices were built within the original building structure, reopened as the Hoyts Century theatre on the 26th January 1938 with *The Life of Emile Zola*.

MIGHTY MARCH TO NATIONHOOD PAGEANT TO-DAY WILL PRELUDE THE GRAND GALA OPENING OF THE -
HOYTS CENTURY THEATRE TO-DAY AT 11 A.M.
MR. PAUL MUNI IN "THE LIFE OF EMILE ZOLA."
 THE MOST ILLUSTRIOUS PHOTOPLAY OF ALL TIME is chosen to open Australia's 150th Anniversary Theatre. Warner Brothers' Supreme Screen Achievement! Grand Associate Entertainment: MARCH OF TIME No. 17 (R.K.O.); Walt Disney's Mickey Mouse Technicolour Cartoon, "HAWAIIAN HOLIDAY" (R.K.O.); AND ACTUAL FOX NEWS FILMS OF ANNIVERSARY PAGEANT!
 Location: George Street, opposite Hoyts Regent Theatre. Sessions: 11 a.m., 2 p.m., 8 p.m., and Evening Performance at 8 o'clock.
RESERVATIONS AT THEATRE ONLY. PHONE, M2241.

The Hoyts Century theatre was refurbished in 1965 with a new 865 seating capacity and equipped for 70mm with Victoria 8 projectors premiering Warner Bros. *My Fair Lady* on the 28th July 1965.

BOX PLANS NOW OPEN
 for the most favored motion picture event of all time, which comes to Hoyts Century Theatre for an exclusive extended season—
COMMENCING THURSDAY
 Winner of 8 Academy Awards, including Best Picture of the year,
"MY FAIR LADY"
 From Warner Bros. Starring Audrey HEPBURN, Rex HARRISON, Stanley HOLLOWAY. Technicolor Super Panavision 70mm (G)
HOYTS CENTURY THEATRE
 Performances daily at 7 and 8 p.m. Plans now open for best 4 weeks of season at Theatre 1585 George Street. Extraordinary awards, 26-2241, and David Jones GALA CHARITY PREMIERE. Tomorrow Evening at 8.15 p.m. Join the crowds and see a true Hollywood-style opening.



The Hoyts Century theatre closed as a cinema in 1977 with *The Sound of Music* and *Fair Lady* as the last 70mm presentations from the 4th August 1977.

CENTURY: "MY FAIR LADY" (G) 70mm and "SOUND OF MUSIC" (G) 70mm
 Daily "Music" 10.30, 4.45.
 "FAIR LADY" 1.35, 7.50.
 Sun. "MUSIC" 2 p.m., "FAIR LADY" 5 p.m.

The following table are the two **CinemaScope 55** productions. It should be mentioned that (despite their hype) 55mm prints were not used for public presentation of these titles in Australia - nor indeed anywhere in the world. The Sydney screenings were conventional 35mm CinemaScope with 4-track magnetic stereophonic sound. Also included as date reference for this chapter are the CinemaScope, Franscope and Techniscope blow up to 70mm in Sydney during the era Reserved Seating Engagement ...

FILM

Carousel

The King and I - 70mm reissue

Seven Brides for Seven Brothers - 70mm reissue

The Bridge on the River Kwai - 70mm reissue

The Longest Day - 70mm reissue

Guns For San Sebastian - Franscope

Raid on Rommel - Techniscope

CINEMA	SYDNEY	70MM	CINEMA
Regent	04/06/56	Not released in 70mm	
Regent	13/12/56	10/10/63	Paris
St James	27/09/54	01/11/68	Forum
Lyceum	08/03/58	11/10/73	Mayfair
Embassy	26/12/62	05/06/69	Paris
		10/05/68	Forum
		29/10/71	Barclay



HOYT'S THEATRES, LIMITED,
PRESENT
THE MAMMOTH
REGENT THEATRE.
Managing Director F. W. Turing, G. F. Griffith.
At the Circle Centre. 11 a.m., 2.15 p.m., 8 p.m.
THREE SESSIONS DAILY.

A stupendous Entertainment, headed by
"FLESH AND THE DEVIL,"
a Metro-Goldwyn-Mayer Production, with
JOHN GILBERT and GRETO GARBO.

SPECTACULAR STAGE PRESENTATION and a host of supporting attractions.
SIGNOR ROBY and ROY DEYANEY
and the
REGENT SYMPHONY ORCHESTRA. WURLITZER
FOR AN EXTENDED SEASON.

BOX PLANS at Regent Theatre. *Phone, M287. Also Palling's and Hotel Australia. Plans open one
half week in advance.

The Regent theatre was located at 487 George Street Sydney and opened on the 9th March 1928 with Metro-Goldwyn-Mayer *Flesh and the Devil*. The Regent showcased CinemaScope and in later years, the James Bond films *Dr. No* to *The Man with the Golden Gun* [excluding *Thunderball*]. The Regent closed as a Hoyts cinema on the 11th February 1976 with *Paper Tiger*.

The FIRST James Bond film adventure!
REGENT: "DR NO" TODAY!
From London to the Caribbean he developed the technique of love in an art, the art of murder to a scientist Starring SEAN CONNERY, URSULA ANDRESS, JOSEPH WISEMAN. Technicolor (A). Plus (Regent): Louis "Salerno" Armstrong in "JAZZ CONCERT," in colour; plus "WORLD OF WAX"—Madame Tussaud's famous wax works; Sir Robert Morley—Mousetone. Sessions: 10.40, 1.45, 4.50, 8 p.m. Regent, 487 George St. Air-conditioned. 26-2407. Plans Theatre, D.J.'s, SUBURBAN PRESENTATIONS at Hoyts Ashfield, Star Bonhill Junction, Chatswood, Manly, Romy Parramatta, Civic Bankstown, Palatial Burwood, Enmore, Savoy Hurstville, And Sab, Mon, Tues, Civic Auburn. For suburban programs and screening details see class. cols., "Sun" and "Mirror."

REGENT: "PAPER TIGER" (NRC) Last Day
David Niven. Daily 11.15, 2.10, 5.05, 8 p.m. 487 George St.

CAROUSEL

4th June 1956 to 11th July 1956 – Season 5 weeks and 2 days ✓

**QUEEN'S BIRTHDAY HOLIDAY
TOMORROW!**

Celebrate the holiday by welcoming the greatest advance in motion picture technique since CinemaScope itself was launched! CINEMASCOPE 55 means richer, deeper, clearer presentation, four times more photographic detail—every seat becomes the perfect seat! As for "Carousel," Broadway's record-breaking musical drama becomes unbelievably wondrous entertainment in the new medium!

*More than your eyes or ears
have ever seen or heard before!*

20th Century-Fox presents
**RODGERS AND HAMMERSTEIN'S
"CAROUSEL"**
Starring
GORDON MacRAE · SHIRLEY JONES
with CAMERON MITCHELL

THE FIRST MOTION
PICTURE IN THE NEW
CINEMASCOPE 55
COLOR by DE LUXE

Hear these Rodgers and Hammerstein songs with the perfect fidelity of 4-TRACK STEREOPHONIC SOUND — "June is bustin' out all over"; "If I loved You"; "Soliloquy" — and more!

Plus Featurettes in **CINEMASCOPE**

"MELBOURNE—OLYMPIC CITY." Beauty of setting for 1956 Olympics.	"THAT OTHERS MAY LIVE." Coastguard shows air sea rescue service.	"CHIPS AHOY" Walt Disney Technicolor Cartoon riot.
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Regent MOVIES
STAR, BONDI JCT. FW 1047, JW 4027
ARCADIA, CHATSWOOD JA 2832
HOYTS, DRUMMOYNE WA 2009
HOYTS, CROW'S NEST JF 4080
HOYTS, MANLY XU 2468

For simultaneous presentation at Hoyts Regent (long-run) and Special extended season of NINE days and nights in Suburbs!

TOMORROW'S SESSIONS: At Regent (George Street), 10.15, 1.30, 4.45, 8 p.m. BM2487. Plans, theatre, Paling's, Ushers, Australia, for first 12 days of season. In the suburbs: At Star, Arcadia and Manly, sessions continuous from 1 p.m. Night 7.45. Drummoyne and Crow's Nest at 1 p.m., 4.20 and 7.45 p.m. Plans at theatres 6 days ahead.

"CAROUSEL" IN CINEMASCOPE 55
HOYTS REGENT (CITY) AND SUBURBS!

20th Century-Fox proudly presents the first motion picture in the new CINEMASCOPE 55—with Colour De Luxe and the perfect fidelity of genuine Stereophonic Sound. Rodgers and Hammerstein's "CAROUSEL," starring GORDON MacRAE, SHIRLEY JONES, CAMERON MITCHELL. You'll hear: "If I Loved You," "June is Bustin' Out All Over," "Soliloquy," and more (G). Plus Featurettes in CinemaScope and Colour: "MELBOURNE—OLYMPIC CITY"; "THAT OTHERS MAY LIVE"; "CHIPS AHOY"; Movie-tone News.

HOYTS REGENT (George Street, city). BM2487. At 10.15, 1.30, 4.45, 8 p.m. Plans, Regent, Paling's, Usher's, Australia. Seats may be reserved 12 days ahead. In the Suburbs (last 3 days) at **HOYTS STAR, BONDI JUNCTION, FW1047** and **FW4027**; **ARCADIA, CHATSWOOD, JA2832**, and **HOYTS, MANLY, XU2468**—Sessions 1.30 p.m., night 7.45. **HOYTS, DRUMMOYNE, WA2009**, and **HOYTS, CROW'S NEST, JF4080**, at 7.45 p.m. Plans at theatres.

CAROUSEL was advertised in CinemaScope 55 at the Hoyts Regent theatre.

CAROUSEL was not released in 70mm ...

THE KING AND I

13th December 1956 to 13th March 1957 – Season 12 weeks and 6 days ✓



HOYTS REGENT: "THE KING AND I"
AUSTRALIAN PREMIERE — TO-DAY!
 Broadway's fabulous Rodgers and Hammerstein's stage success becomes your richest entertainment experience! In CINEMASCOPE'S 55 with DeLuxe Stereophonic Sound. Colour by DeLuxe. Starring DEBORAH KERR with sensational new screen personality YUL BRYNNER. Rita Moreno (O). You'll thrill to these delightful new song hits—"Getting To Know You," "Hello Young Lovers," "We Kiss In A Shadow," "Something Wonderful," "I Have Dreamed," "Shall We Dance," "March of the Children." Associate entertainment includes "Bow on Cortina" and "Hooked Bear" in Cinemascope and Colour. Movie-tone News. Sessions 10.15, 1.20, 4.45, & 8 p.m. B12487. 487 George St. Plans for Brit 12 days of season at theatre. Palace's Ushers, Hotel Australia.

BIGGER, BETTER, more beautiful than ever, in the grandeur of 70 MM.
"THE KING AND I"
 A glorious entertainment delight made BRAND NEW in picture and sound by the wonder of 70M M. Rodgers and Hammerstein's enchanting musical with DEBORAH KERR, YUL BRYNNER, RITA MORENO. In colour De Luxe (C).
HOYTS PARIS—TODAY! 1.50, 8.10 P.M.
 Associate entertainment includes "MAINE, U.S.A."—Scenic in C'Scope, Colour and "VIKING'S PLAYGROUND"—Norway. Movie-tone News. Sessions: 1.50 and 8.10, plus 5 p.m. Picture and Sats. Plant Paris Theatre, Liverpool St., opp. Hyde Park. 61-9193.

THE KING AND I was advertised in CinemaScope 55 at the Hoyts Regent theatre.

THE KING AND I was reissued in Grandeur 70mm on the 10th October 1963 at the Hoyts Paris theatre ...

SEVEN BRIDES FOR SEVEN BROTHERS

27th September 1954 to 8th December 1954 – Season 10 weeks and 2 days ✓

M.G.M. Brings You PERSPECTA Stereophonic SOUND AND THE PICTURE LIVES!
 More enjoyment for EVERYONE . . . something new and excitingly different ADDED to your entertainment! True-to-life realism as the players speak from wherever they are . . . realism enriched by PERFECTION IN sound!
 First of the new season's parade of Perspecta Stereophonic Sound hits . . .

"7 BRIDES FOR 7 BROTHERS"
 In the wonder of CINEMASCOPE on the HIGH FIDELITY SCREEN.

St. James, Manly, Crow's Nest METROS
 Com. MONDAY NEXT. BOOK NOW! Plans at Theatres
 M.G.M.'s Shotgun Wedding Musical, in Blushing Colour, starring JANE POWELL, HOWARD KEEL, JEFF RICHARDS, RUSS TAMBLYN, TOMMY RALL (10). Plus Tom and Jerry Tech. Cartoon; Pete Smith Speciality; Aunt News; Metro International News, etc.
 PLANS: St. James, M6951; Crow's Nest, XF1111; Manly, KU4635.

PRESENTED FOR THE FIRST TIME IN THE SPLENDOR OF 70mm AND 6 TRACK STEREOPHONIC SOUND!

M.G.M. Brings You
SEVEN BRIDES FOR SEVEN BROTHERS
 JANE POWELL / HOWARD KEEL
 Tomorrow at the
FORUM
 M.G.M.'s Shotgun Wedding Musical, in Blushing Colour, starring Jane Powell, Howard Keel, Jeff Richards, Russ Tamblin, Tommy Rall (10). Plus Tom and Jerry Tech. Cartoon; Pete Smith Speciality; Aunt News; Metro International News, etc.
 PLANS: St. James, M6951; Crow's Nest, XF1111; Manly, KU4635.

SEVEN BRIDES FOR SEVEN BROTHERS was advertised in CinemaScope and Perspecta Sound at the St James and Metro theatres.

SEVEN BRIDES FOR SEVEN BROTHERS was reissued in 70mm at the Forum cinema on the 1st November 1968 ...


THE BRIDGE ON THE RIVER KWAI

8th March 1958 to 15th October 1958 – Season 31 weeks and 4 days ✓

Australasian Premiere on SATURDAY at LYCEUM

A motion picture of rare magnitude... a story told with such insight and sensitivity that it becomes a vivid living experience. It shows you one man who prefers his thrills in a woman's arms. Another who'd sacrifice his life but not his dignity. And a third who was gentle, cultured... but a dangerous saboteur. It is the story of a bold plan... and the glory, the tragedy and the shame it brought to the men and women involved.

COLUMBIA PICTURES Presents
SAM SPIEGEL Production



"THE BRIDGE ON THE RIVER KWAI"




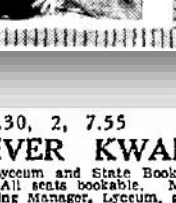
with SESSUE HAYAKAWA JAMES DONALD
ANN SEARS GEOFFREY HORNE

Directed by DAVID LEAN

CINEMASCOPE TECHNOLOGY

PLACES: All Day Seaside Stalls, 5/- and 7/-; Lounge, 8/-
Night Sessions: Weekdays, Stalls, 8/- and 9/-; Lounge, 10/-
Saturdays, Stalls, 7/- and 9/-; Lounge, 12/- Children half price all day sessions except Lounge Sat. Mat. Free list entirely suspended. Plans for first three weeks at State Bureau, 3 Sessions daily — 10.30, 2.00, 7.55. All Seats Bookable. Mail Order Bookings with remittance to Booking Manager, Lyceum, giving alternate date. Sorry, no phone bookings.
Note: Patrons are respectfully requested to be seated prior to the commencement of each session.

Exclusive Sydney Presentation
NEW LOOK LYCEUM
NEXT SAT.

LYCEUM TODAY! AT 10.30, 2, 7.55

"BRIDGE ON THE RIVER KWAI"

PLANS OPEN 3 Weeks in advance at Lyceum and State Booking Bureau, 3 Sessions daily, 10.30, 2, 7.55. All seats bookable. Mail order bookings (enclosing remittance) to Booking Manager, Lyceum, giving alternative date. Sorry, no Phone Bookings. Prices: ALL DAY SESSIONS: Stalls 5/ and 7/; Lounge 8/. Night Sessions: Week Days, Stalls 6/ and 8/; Lounge 10/. Saturdays, Stalls 7/ and 9/; Lounge 12/. Children half-price all day sessions except Lounge, Sat. Mat. FREE LIST ENTIRELY SUSPENDED.

INCOMPARABLE ADVENTURE FROM THE MAKERS OF "LAWRENCE OF ARABIA".
WINNER OF 27 INTERNATIONAL AWARDS...7 ACADEMY AWARDS!

THIS is the adventure they'll be talking about as long as the motion picture screen has the power to thrill... to excite... to amuse!

COLUMBIA PICTURES presents
WILLIAM HOLDEN
ALEC GUINNESS JACK HAWKINS
"THE BRIDGE ON THE RIVER KWAI"
A SAM SPIEGEL PRODUCTION
DIRECTED BY DAVID LEAN



TOMORROW
Barclay

THE BRIDGE ON THE RIVER KWAI

A TOWERING TRIUMPH!
Winner of 34 Major International Awards

NEVER SHOWN ON TELEVISION IN AUSTRALIA

COLUMBIA PICTURES PRESENTS A SAM SPIEGEL PRODUCTION - WILLIAM HOLDEN - ALEC GUINNESS - JACK HAWKINS - SESSUE HAYAKAWA - JAMES DONALD - ANN SEARS AND INTRODUCING GEOFFREY HORNE. DIRECTED BY DAVID LEAN. SCREENPLAY BY ROBERT BULLINGTON. BASED UPON THE NOVEL BY PETER GUY.

COMMENCES TODAY!

MOVIES ARE CONDITIONED
MAYFAIR
12 COLLEGE ROAD, ST. LEONARD'S

Sessions Daily 10.30, 2.45, 5 and 8.15 pm. (Cinema occupies entire program). Seating at 4.30 and 7.45 pm.

THE BRIDGE ON THE RIVER KWAI was released in 35mm CinemaScope at the Lyceum theatre. The film was reissued in 35mm (advertised 'on the Giant Technirama screen') on the 12th March 1965 at the Barclay cinema and in 70mm on the 11th October 1973 at the Hoyts Mayfair theatre ...

THE LONGEST DAY

26th December 1962 to 10th July 1963 – Season 28 weeks ✓

"MAGNIFICENT . . . I APPLAUD THE FILM . . ."
 Zanuck's impression of a moment in history is truly colossal. Leaves you dumb with admiration."
 — London Evening Standard.

DARRYL F. ZANUCK'S
THE LONGEST DAY

General Exhibitions
BOX PLANS OPEN
 AIR CONDITIONED!
EMBASSY

Screenplay by CORNELIUS RYAN
 Based on the Book by CORNELIUS RYAN
 Released by 20th Century-Fox

Admission prices —
 MATINEES: 6/6, 8/6, 10/6, 12/6.
 EVENING: 7/6, 10/6, 12/6, 15/6.
 (Children half price at matinees).

Ammenities, with seats, the presentation of the most acclaimed British Picture of Today — for an exclusive extended season commencing —

BOXING DAY!
 Performance daily at 3 p.m. and 8 p.m.
 Commencing for 3 weeks of season only, to be made at Embassy (SW16) or David Jones'.

SEE IT DURING THE 25TH ANNIVERSARY YEAR OF D-DAY
NEVER SO TIMELY! NEVER SO GREAT!

“Stupendous! There are no more worlds to conquer.”
 —New York Times

DARRYL F. ZANUCK'S
THE LONGEST DAY
 WITH 42 INTERNATIONAL STARS
 70 MM

COMMENCES TOMORROW! — BOOK NOW!

HOYTS COMFORTABLY WARM PARIS
 LIVERPOOL ST. — 61-9193

Bookings open at Theatre, David Jones and Mitchell's (Weymouth, Lee Day) "Chips, Chris, the King".
 Sessions weekdays at 1.45 p.m. and 7.45 p.m. Wednesdays, Saturdays at 12.45 p.m., 4.20 and 8 p.m.

GIGANTIC HOLIDAY ENTERTAINMENT FOR EVERYBODY.
"THE LONGEST DAY"
 Darryl F. Zanuck's mighty production, from the book by Cornelius Ryan. For an exclusive extended season. Featuring 42 International Stars.
EMBASSY DAILY — 2 AND 8 P.M.
 Reservations two weeks in advance at Theatre (BW1863), 79 Castlereagh Street (Air-conditioned), and David Jones' Booking bureau.
 Matinees 6/6, 8/6, 10/6, 12/6.; Evenings, 7/6, 10/6, 12/6, 15/6. Children half-price at Matinees.

Never so timely! Never so Great! See it during the 25th Anniversary of D-Day.
"THE LONGEST DAY"
 With 42 International Stars—in 70MM (G).
NOW — HOYTS PARIS THEATRE
 Sessions weekdays at 1.45 p.m. and 7.45 plus 10 a.m. Wednesdays, Saturdays at 12.45 p.m., 4.20 and 8 p.m. Theatre, Liverpool Street, 61-9193. (Comfortably warm.)

THE LONGEST DAY was released exclusively in 35mm CinemaScope at the Embassy theatre.

THE LONGEST DAY was reissued in 70mm on the 5th June 1969 at the Hoyts Paris theatre ...

FOR SAN SEBASTIAN

10th May 1968 to 6th June 1968 – Season 3 weeks and 6 days ✓

70mm. EXCITEMENT!

Her faith... her love... inspired him to greatness.

THE GIANT SCREEN THUNDERS TO THE THRILL OF BATTLE
as fury rages over a ravished land!

Metro-Goldwyn-Mayer
presents **Anthony Quinn**

Anjanette Comer Charles Bronson

Guns for San Sebastian

by Henri-Georges Clouzot
with Sam Jaffe • Silvia Pinal • Jorge Martínez De Hoyos • José Chávez
and Jaime Fernández
screenplay by James R. Webb
directed by Henri-Georges Clouzot
with music by Jacques Bar

COMMENCING TOMORROW MORNING for four full sessions—but with a gala spectacular first night.

TOMORROW at the FORUM CINEMA

Join the throng at the Forum tomorrow night... see a colossal tribute to Mexico, land of the Mayas... see the famous dance... see the greatest... see Mexican legends.

Daily at 11, 2, 5, 8 plus big spectacle about 10:30 at Forum 199 George St. 211-1955. U.S.A. Metropolitan. Daily at 11:30, 2:30, 5:30, 8:30. Fully air-conditioned. Refused and Metropolitan's CINECOLOR (U.S.A.) with scope.

NOT SUITABLE FOR CHILDREN

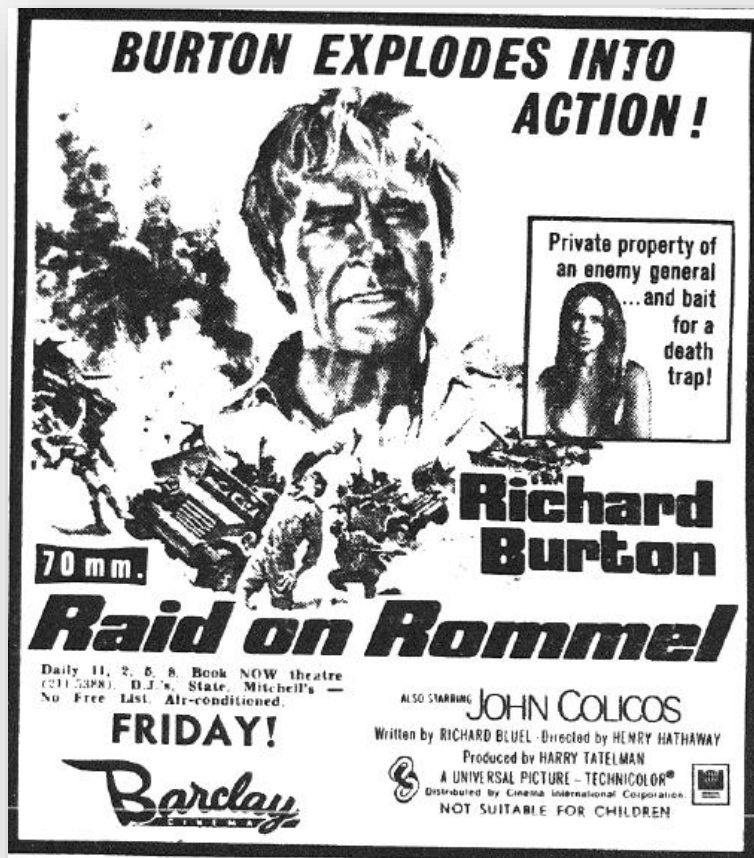
AIR-COND. 70mm GIANT SCREEN ADVENTURE!
FORUM: "Guns for San Sebastian"
Anthony QUINN, Anjanette COMER, Charles BRONSON. (A).
Franscope and Metrocolor. Daily at 11, 2, 5, 8. Plans at
Forum (749 George St. 211-1955), D.J.'s Nicholson's, Fleet's
Mitchell's and State. Air-conditioned. No free list.

GUNS FOR SAN SEBASTIAN was advertised in Franscope and 70mm at the Forum cinema.

GUNS FOR SAN SEBASTIAN was not reissued in 70mm ...

RAID ON ROMMEL

29th October 1971 to 18th November 1971 – Season 2 weeks and 6 days ✓



He took on Rommel . . . the Sahara . . . and a unit of untrained men to blow the Desert Fox to Hell!

BARCLAY: "RAID ON ROMMEL"

Starring Richard Burton, John Colicos. Technicolor, 70mm. (A). Daily at 11, 2, 5, 8 p.m. NO FREE LIST. Barclay, 681 George Street, Phone 211 5388 (Air-cond.).

RAID ON ROMMEL was advertised in 70mm at the Barclay cinema.

RAID ON ROMMEL was not reissued in 70mm ...



CENTURY THEATRE

The following table are the 70mm films released at the CENTURY ...

FILM	OPENED	CLOSED	WEEKS
My Fair Lady	28/07/65	31/05/67	96
The Bible ... In the Beginning	01/06/67	01/11/67	22
Camelot	20/12/67	23/10/68	44
Finian's Rainbow	19/12/68	05/03/69	11
The Lion in Winter	20/08/69	06/05/70	37
Young Winston	06/12/72	02/05/73	21
Funny Girl – reissue	21/04/77	25/05/77	5
My Fair Lady and The Sound of Music - reissue	04/08/77	11/08/77	1
My Fair Lady – reissue	12/08/77	24/08/77	2

The longest season 35mm released film at the Century was *Irma La Douce* which opened on the 12th December 1963 and ran for a 83 week season. The longest season 70mm released film was *My Fair Lady* which premiered on the 28th July 1965 and ran for a 96 week season.



"IRMA LA DOUCE"

Billy Wilder, master laughmaker, shows you his own very special, very hilarious view of Paris—where life is as you live it! Starring **JACK LEMMON** and **SHIRLEY MacLAINE** in Panavision and Technicolor (S.O.A.).

HOYT'S CENTURY—TOMORROW! 2p.m., 5.15, 8.15

Plans at theatre, 586 George St. Air-conditioned, 26-2241, and David Jones Booking Bureau. LAST DAY: "LIMELIGHT," Charlie Chaplin (G).

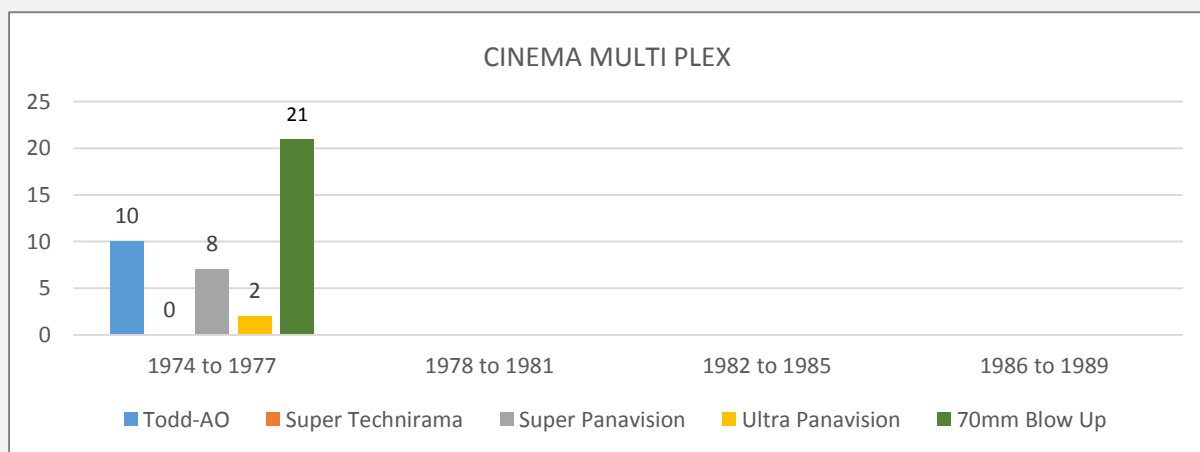


SYDNEY IN 70MM – PART 2

CINEMASCOPE 55

Between 1974 and 1977 there were forty one [41] 70mm releases in Sydney which included thirty three reissues and three new cinema multiplex all of which were equipped to present 70mm. One of the reissued films was presented for the first time in 70mm. **The Great Caruso** screened at the Sydney Opera House and later at Village Cinema City which was the first cinema multiplex opening in the key city of Sydney.

1974 - 1977	70MM	REISSUE	TOTAL
1974	3	14	17
1975	3	7	10
1976	3	4	7
1977	1	6	7
TOTAL	10	30	41



OPENED	FILM	THEATRE	FILM FORMAT	CLOSED	WKS
17/05/74	The Great Caruso	Opera House	Reissue - 70mm Spherical	17/05/74	1
25/07/74	The Three Musketeers	Mayfair	70mm Spherical	16/10/74	12
19/09/74	My Fair Lady	Paris	Reissue - Super Panavision	23/10/74	5
27/10/74	Hello Dolly plus Star!	Village Cinema City	Reissue - Todd-AO	27/10/74	1 Day
03/11/74	The Great Caruso	Village Cinema City	Reissue - 70mm Spherical	03/11/74	1 Day
10/11/74	The Sound of Music	Village Cinema City	Reissue - Todd-AO	10/11/74	1 Day
14/11/74	Sound of Music plus Hello Dolly	Mayfair	Reissue - Todd-AO	18/12/74	5
17/11/74	West Side Story	Village Cinema City	Reissue - Super Panavision	17/11/74	1 Day
24/11/74	Sweet Charity	Village Cinema City	Reissue - 70mm Panavision	24/11/74	1 Day
01/12/74	Seven Brides For Seven Brothers	Village Cinema City	Reissue - 70mm Cinemascope	01/12/74	1Day
06/12/74	2001: A Space Odyssey	Village Cinema City	Reissue - Super Panavision	24/12/74	3
19/12/74	Music + Dolly move over from Mayfair	Paris	Reissue - Todd-AO	24/12/74	1
20/12/74	Earthquake	Forum	70mm Panavision	13/11/75	47
20/12/74	That's Entertainment	Barclay	70mm Spherical	03/04/75	15
20/02/75	It's a Mad, Mad, Mad, Mad World	Plaza	Reissue - Ultra Panavision	12/03/75	3
06/03/75	Camelot	Paris	Reissue - 70mm Panavision	21/05/75	11
13/03/75	Grand Prix	Plaza	Reissue - Super Panavision	26/03/75	2
13/03/75	Ben Hur	Mayfair	Reissue - MGM Camera 65	26/03/75	2
27/03/75	The Towering Inferno	Plaza	70mm Panavision	11/02/76	46
03/07/75	The Poseidon Adventure plus Butch Cassidy	Mayfair	Reissue - 70mm Panavision	23/07/75	3
13/08/75	Rollerball	Mayfair	70mm Spherical	15/10/75	9
16/10/75	Rollerball move over from Mayfair	Paris	70mm Spherical	12/11/75	4
31/10/75	Doctor Zhivago	Barclay	Reissue - 70mm Panavision	24/12/75	8
28/11/75	Camelot	Ascot	Reissue - 70mm Panavision	04/12/75	1
04/03/76	Song of Norway	Mayfair	Reissue - Super Panavision	10/03/76	1
14/04/76	Lucky Lady	Plaza	70mm Spherical	09/06/76	7
15/04/76	Deliverance	Village Cinema City	Reissue - 70mm Panavision	27/05/76	6

17/09/76	Airport 77 plus Earthquake	Ascot	Reissue – 70mm Panavision	07/10/76	3
18/10/76	Gone with the Wind	Paramount	Reissue – 70mm Spherical	16/12/76	8
19/11/76	Doctor Zhivago	Forum	Reissue – 70mm Panavision	16/12/76	4
19/11/76	The Ten Commandments	Barclay	Reissue – 70mm Vistavision	30/12/76	5
16/12/76	The Return of a Man Called Horse	Plaza	70mm Panavision	26/01/77	3
17/12/76	Logan's Run	Paramount	70mm Todd-AO 35	10/02/77	8
20/01/77	The Sound of Music	Mayfair	Reissue – Todd-AO	01/02/77	2
20/03/77	West Side Story - Screened twice	Paris	Reissue – Super Panavision	27/03/77	1
21/04/77	Funny Girl	Century	Reissue – 70mm Panavision	25/05/77	5
04/08/77	My Fair Lady and The Sound of Music	Century	Reissue – Super / Todd-AO	11/08/77	1
12/08/77	My Fair Lady	Century	Reissue – Super Panavision	24/08/77	2
27/10/77	Star Wars	HEC	70mm Panavision	01/02/79	66



SYDNEY OPERA HOUSE
 Only Mario Lanza could capture the power and range of the voice of the great Caruso. Presented in 70mm and full stereophonic sound.
 M.G.M. presents Mario Lanza in
"THE GREAT CARUSO" — TODAY
 Today—one day only! Two sessions, 5 p.m., 8 p.m.
 Prices: 5 p.m. \$3, children \$1.50; 8 p.m. \$3. Book now at Opera House, Mitchell's (all agencies) and David Jones.



Please Note: The newspaper ad block on the next page does not advertise *Doctor Zhivago* and *Gone with the Wind* in 70mm. As the advertisement from the 19th November 1976 *Sydney Sun* newspaper cannot confirm if the two films were presented in 70mm, the total count of 70mm releases between 1974 and 1977 does not include these two titles. The last time *Doctor Zhivago* was advertised in 70mm was on the 31st October 1975 at the Barclay cinema and *Gone with the Wind* was last advertised in 70mm on the 1st December 1972 at the Forum cinema.

3 OF THE BIGGEST MOTION PICTURES OF ALL TIME. 17 ACADEMY AWARDS!



DAVID O. SELZNICK'S PRODUCTION OF
MARGARET MITCHELL'S

GONE WITH THE WIND

NRC

STARRING **CLARK GABLE • VIVIEN LEIGH • LESLIE HOWARD**

NOW SHOWING

OLIVIA de HAVILLAND

Mon/Sat 10:30, 2:45, 7:30, Sun 2:30, 7:00
Booking Inquiries at Theatre,
Mitchell's, David Jones.

PARAMOUNT
525 GEORGE 26 2858

A CARLO PONTI PRODUCTION **DAVID LEAN'S FILM** OF BORIS PASTERNAK'S

DOCTOR ZHIVAGO

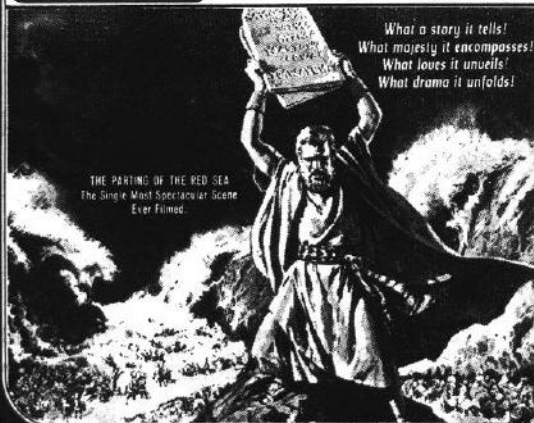
NRC

GERALDINE CHAPLIN - JULIE CHRISTIE - TOM COURTENAY - ALEC GUINNESS - SIDHAW MCKENNA - RALPH RICHARDSON
OMAR SHARIF (AS ZHIVAGO) - ROD STEIGER - RITA TUSHINGHAM - ROBERT BOLT - DAVID LEAN

FORUM
749 GEORGE 211 1955

Now Showing

Mon/Sat 10:30, 2:30, 7:45, Sun 1:30, 5:30
Booking Inquiries at Theatre,
Mitchell's, David Jones.



THE PARTING OF THE RED SEA
The Single Most Spectacular Scene
Ever Filmed

What a story it tells!
What majesty it encompasses!
What Jones it unveils!
What drama it unfolds!

Cecil B. DeMille's The Ten Commandments

PRODUCTION

**IN 70mm
& 6 TRACK
STEREO**

TECHNICOLOR

CASTING BY HESTON BRYNNER BAXTER ROBINSON DECARLO PAGET-DEREK

Distributed by Cinema International Corporation

Now Showing

Mon/Sat 10:30, 2:45, 7:30, Sun 1:30, 5:40
Booking Inquiries at Theatre,
Mitchell's, David Jones.

BARCLAY
681 GEORGE 211 5388

SYDNEY IN 70MM – PART 2

THE CINEMASCOPE ERA

When CinemaScope showcased in 1953, there were nineteen theatres, six cinema exhibitors and eleven film studios distributing motion pictures in the key city theatres of Sydney.

The following table lists the names of these exhibitors, their associated theatres and aligned distribution in Sydney when CinemaScope opened.

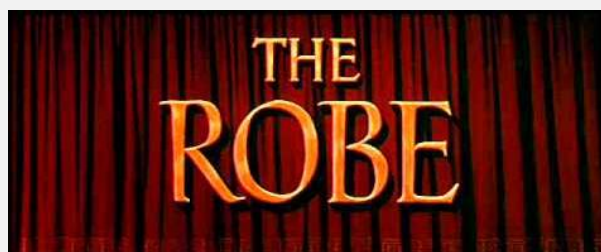
HOYTS THEATRES	Regent	Twentieth Century Fox
	Plaza	Warner Bros
	Century	United Artists
	Embassy	RKO Radio Pictures
	Esquire [Town]	Republic Pictures
	Mayfair	Walt Disney
	Palace	
	Park [Paris]	
METRO THEATRES	St James	Metro-Goldwyn-Mayer
	Liberty	
UNION THEATRES	State	Universal Pictures
	Capitol	Columbia Pictures
	Lyceum	Rank [BEF]
	Lyric [Forum]	
	Victory [Rapallo]	
	Palladium [Barclay]	
CARROLL THEATRES	Prince Edward	Paramount Pictures
DAVID CRAVEN	Variety	
DAWSON & SELLECK	Savoy	

As Hoyts Theatres was the distribution exhibitor for Twentieth Century Fox, the first film in CinemaScope, **The Robe**, premiered exclusively at the Hoyts Regent theatre on the 9th December 1953.

After the Hoyts Regent CinemaScope installation, the Hoyts Plaza, Esquire [Town], Mayfair and Century theatres were equipped for Cinemascope. Hoyts remaining city theatres the Palace, Embassy and Park continued to present Spherical productions until their subsequent installation to present CinemaScope.

The following advertisements listed in date order are the first CinemaScope films which screened at the key city cinemas for Hoyts theatres in Sydney.

09/12/53	Regent	The Robe
21/01/54	Plaza	How to Marry a Millionaire
15/04/54	Esquire [Town]	The Robe – move over
09/12/54	Mayfair	Women's World
09/06/55	Century	Prince of Players
12/07/56	Palace	The Dark Avenger
07/03/57	Embassy	Loser Takes All
15/03/57	Palladium	Broken Lance - Reissue



THE ROBE

9th December 1953 to 7th April 1954 – Season 17 weeks ✓

The **NEW ENTERTAINMENT ERA IS HERE!**

20th Century-Fox presents

The Robe
TECHNICOLOR

CinemaScope, the new dimensional photographic marvel, makes you part of the Miracle of THE ROBE... CinemaScope's Anamorphic Lens on the newly created curved Miracle Mirror Screen achieves life-like realism. CinemaScope's Stereophonic Sound envelops you in the greatest story of love and faith ever told... as the imperial might of Rome crashes against the Word of God.

THE FIRST MOTION PICTURE IN
CINEMASCOPE
The "Modern Miracle" you see without the use of special glasses.

Eagerly awaited history making
GRAND GALA PREMIERE TONIGHT at 8

Byzance's night of martyr! A glittering premiere in glorious Hollywood tradition... See the arrival of distinguished personalities and beautifully powered women... Meet the Police and classical Pipe Band... First broadcast by A.B.C.'s Peak Logic 28M's Tom Jacobs with Andrea, with place stars Virginia Fairs and Honor Scott King lights MovieLine News... In rare celebration of a memorable occasion!

A limited number of seats on sale at door for tonight's Gala Performance from 7 p.m. Box plans 12 days ahead at Regent Booking Office (M2387), Palling's, Ushers, and Hotel Australia.

Four complete sessions from tomorrow Daily 11.2.5.8

20th Century-Fox presents **The Robe** A CinemaScope Production
starring **RICHARD BURTON · JEAN SIMMONS · VICTOR MATURE · MICHAEL RENNIE**
with Jay Robinson · Dean Jagger · Torin Thatcher · Richard Boone · Betta St. John · Jeff Morrow · Ernest Thesiger
Drama-Adaptation · Lucien Askin From the novel by **LLOYD C. DOUGLAS**
Produced by **FRANK ROSS** Directed by **HENRY KOSTER**

Regent

TRANSFERRED!

In response to popular demand
The Robe
continues its record-breaking city season at

HOYTS **ESQUIRE THEATRE**

20th Century-Fox presents
The Robe
TECHNICOLOR
CINEMASCOPE
with GENUINE Stereophonic Sound

Starring Richard Burton, Jean Simmons, Victor Mature. See and enjoy "The Robe" with BRAND NEW first half. Presented on the recently installed Miracle Screen with unrivalled grandeur!

TODAY
Sessions 10.40, 1.15, 4.50, 8.

HOYTS ESQUIRE THEATRE

George Street, near Town Hall. (Air-conditioned.) M2387.

HOYTS REGENT — "THE ROBE"

A truly historic screen event marking the first public presentation in Australia of the amazing new process—CINEMASCOPE.

GRAND GALA PREMIERE TONIGHT AT 8

20th Century-Fox presents "The Robe" in Cinemascope in Technicolor and starring Jean Simmons, Victor Mature, Richard Burton, Michael Rennie, Dean Jagger (G). A limited number of seats on sale at door for to-night's Gala Performance from 7 p.m. Box Plans now open 12 days ahead at Regent Booking Office (M2387), Palling's, Ushers, and Hotel Australia. Four complete sessions TO-MORROW at 11.2.5.8

THE ROBE was transferred to the Hoyts Esquire theatre on the recently installed Miracle Mirror Screen on the 15th April 1954.

Location: 303 Pitt Street. NOW SHOWING! 4 big Sessions daily at 10.40, 1.45, 4.50, 8 p.m. Plans Theatre, MA6708. (Air-conditioned)

COUNTRY VISITORS: See the historic film that more than one million Australians have acclaimed: CONTINUING ITS RECORD-BREAKING REASON.

"THE ROBE" at HOYTS ESQUIRE

In CINEMASCOPE and Technicolor. A 20th Century-Fox Production, starring Richard Burton, Jean Simmons, Victor Mature, Michael Rennie (G). See and enjoy "The Robe" again with BRAND NEW first half. Presented on the recently installed Miracle Mirror Screen with genuine stereophonic sound. Australian Dirty No. 75. "Bullet Cop" — Technicolor Cartoon; Movietone News. Booking now available at Esquire, MA6708. Reserve your seats and avoid the crowds and disappointment.

HOW TO MARRY A MILLIONAIRE

21st January 1954 to 13th April 1954 – Season 13 weeks and 6 days ✓

BIG-TIME, GRAND-TIME, SHOW OF ALL TIME in
CINEMASCOPE
 THE NEW DIMENSIONAL MARVEL YOU SEE WITHOUT special GLASSES!



As the entire world acclaim the brilliant new era in entertainment, the amazing Anamorphic Lens Process on the Miracle Mirror Screen with Stereophonic Sound thrills you in a new triumph of life-like realism and infinite depth... an extravaganza of glitter, love and laughter.

Only CinemaScope surrounds you with the world's most beautiful women in such wonderful and glamorous entertainment... transports you from gay intimacy to breathtaking panorama... from swank Manhattan penthouses and fashion shows to ski slopes and the great outdoors.

20th CENTURY-FOX presents
MARILYN MONROE · BETTY GRABLE · LAUREN BACALL
"How To Marry A Millionaire"
 Directed by **WILLIAM POWELL**
 Starring **DAVID WAYNE · RORY CALHOUN · CAMERON MITCHELL**

Plus... specially selected material... including... **CINEMASCOPE** and... **"CORONATION PARADE"**... also... **"Highland Journey"**... in... **Technicolor**... **Queen**... **Atom Blast**... **Movie-tone**...

Box Plans! For the first 12 days of the season at Plaza (MAD107), Falling's, and Hotel Australia for afternoon, intermediate and evening sessions. Unreserved seats on sale at Theatre for all performances.

From: Monday sessions—2.2 to 5.8; Afternoon sessions 2.6 to 5.8; Intermediate sessions 3.6 to 8.8 and Evening Sessions 4. to 7.6. Single increase on Saturdays and holidays.

HOYTS PLAZA

Commencing **TOMORROW AT 11 a.m.** Sessions again at **2, 5 & 8 p.m.**
 Location: 420 Degrass Street. Air conditioned.

TO-DAY AT 11 A.M.: Sessions again at 2, 5, and 8 p.m. Box Plans now open for first 12 days of season at Plaza (MAD107), Falling's, and Hotel Australia for afternoon, intermediate, and evening sessions. Unreserved seats on sale at Theatre for all performances.

PLAZA — CinemaScope — TO-DAY!

A Gay Extravaganza of glitter, love and laughter, as CinemaScope surrounds you with beautiful women, transports you with gay intimacy to breathtaking panoramas and the great outdoors! 20th Century-Fox presents:

"HOW TO MARRY A MILLIONAIRE"
 In Technicolor and starring Marilyn Monroe, Betty Grable, Lauren Bacall, with William Powell, David Wayne, Rory Calhoun, Cameron Mitchell (C). Plus! In CinemaScope and Technicolor, **"CORONATION PARADE"**; also **"Highland Journey"** in Technicolor, **"Barrain Daze"** Technicolor Cartoon, **Queen** opens N.Z. Parliament; **Womera Atom Blast** — **Movie-tone**.

HOW TO MARRY A MILLIONAIRE was followed at the Hoyts Plaza by *BENEATH THE 12 MILE REEF* which appears on the next page as a noteworthy entry into the early releases of CinemaScope ...



BENEATH THE 12-MILE REEF

15th April 1954 to 9th June 1954 – Season 7 weeks and 6 days ✓



TO-MORROW! Sessions 10.30, 1.40, 4.50, 8 p.m. MA107.
 In CINEMASCOPE with genuine Stereophonic Sound—
"BENEATH THE 12-MILE REEF"
 20th Century-Fox adventure thriller, in Technicolor with Robert
 Wagner, Terry Moore, Gilbert Roland, Richard Boone. (O):
HOYTS PLAZA — TO-MORROW!
 Plus entertaining associate featurettes including: "Bobby Locke—
 King of Golf"; "Queen's Colours"—Technicolor; "Magoo's Masterpiece"
 Technicolor cartoon; Book at Plaza (MA6107); Paling's and Australia.
LAST DAY: "How to Marry a Millionaire"—in CinemaScope and
 Technicolor. Final sessions at 11 a.m., 2, 5 and 8 p.m. Plaza, 600
 George Street.

Due to the opening of the film *KNIGHTS OF THE ROUND TABLE* in CinemaScope and Perspecta Stereophonic Sound at the St James theatre, *BENEATH THE 12-MILE REEF* from Twentieth Century Fox was the first CinemaScope film advertised with the caption in *Genuine Stereophonic Sound* ...



THE COMMAND

11th November 1954 to 1st December 1954 – Season 2 weeks and 6 days ✓

FOR SEVEN DAYS HISTORY HUNG ON THE FLIGHT OF AN ARROW, THE SPEED OF A HORSE, THE CRACK OF A RIFLE!

Warner Bros. tell it as it can only be told with the sweeping splendour of...

CINEMASCOPE

GENUINE Stereophonic Sound

THE COMMAND

— WARNERCOLOR —

with GUY MADISON
JEAN HELDON - JAMES WHITMORE

Now! **PLAZA**

— AND IN THE SUBURBS AT —

- STAR BONDI JUNCT. FW1047 1.30 & 8 p.m.
- HOYTS DRUMMOYNE WA2009 Nightly 8.
- ARCADIA CHATSWOOD JA2832 1.30 & 7.45
- HOYTS CROW'S NEST JP4080 Nightly 8.
- HOYTS PAVILION XU2468 1.30, 7.45

NOW SHOWING AT HOYTS CITY THEATRES:

REGENT Last 5 days "BROKEN LANCE"—in Cinemascope, Special Treat: 10.40, 1.45, 4.50, 8.	M2387	PARIS "LOVERS OF VERONA"—Annik, Martine Carol: "Down in the G. Bone": 11.15, 2.15, 5.15, 8.15.	MA9193
CENTURY "ACT OF LOVE"—Kirk Douglas (Adults): Peaches: 10.40, 1.45, 4.50, 8 p.m.	M2241	MAYFAIR "CARAMITY JANE" Technicolor, Doris Day, Howard Keel: Peaches: 10.50, 1.55, 4.55, 8 p.m.	MA6387
ESQUIRE "MARTIN LUTHER" with Niall MacGinnis (G): "Welcome to Waley": 11, 2, 5, 8 p.m.	MAG708	EMBASSY "PERSONAL AFFAIR" G & M: Tessie, Lesi Genn (A): Plus "The Oracle": 10.10, 1.25, 4.40, 7.50 p.m.	M6797
PALACE MA6287		PHANTOM OF THE RUE MORGUE Technicolor, Karl Malden, (Adults): Plus: "Target": 10.45, 1.50, 4.55, 8 p.m.	

TO-DAY! HOYTS PLAZA AND SUBURBS
 Simultaneous presentation 6 Hoyts Theatres: Plaza, City, 10.40, 1.45, 4.50, 8, MA9107. In Suburbs at Hoyts Star, Bondi Junct., FW1047; and Hoyts Manly XU2468; at 1.30 and 8 p.m. Arcadia, Chatswood, JA2832, 1.30, 7.45. Hoyts Drummoyne, WA2009; Hoyts, Crow's Nest, JP4080, Nightly 8. Plans Theatres.
"THE COMMAND"—IN CINEMASCOPE
 with Genuine Stereophonic Sound. In Warnercolor, with Guy Madison, Jean Heldon (G). Plus Features each theatre.

THE COMMAND from Warner Bros. was lensed in Vistarama and marketed in CinemaScope. *THE HIGH AND THE MIGHTY* was Warner Bros first motion picture lensed in CinemaScope ...



One year old... *YEARS AHEAD!*

On the screen "THE FOUNTAIN" in CinemaScope

CINEMASCOPE

... is one year old today. - On December 9, 1953, the first public performance of "The Robe" in CinemaScope was presented at Hayls Regent Theatre, Sydney. On that day of great historic significance to the entertainment world, CinemaScope was on trial — and you, the theatre-goers of the nation, were the jury.

As CinemaScope celebrates its first birthday, your verdict is clear. No other form of entertainment has proved so

amazingly popular. CinemaScope successes like "The Robe", "Three Coins in the Fountain", "Broken Lance", "Demetrius and the Gladiators"—overwhelmingly acclaimed by audiences everywhere—are but the forerunners to other great CinemaScope productions from Twentieth Century Fox, the company that brought CinemaScope to the world.

Wherever you see the CinemaScope sign you can be assured of entertainment at its best — "There is no show like a CinemaScope Show."

- CinemaScope genuine 4-track Magnetic Stereophonic Sound assures flawless natural reproduction.
- CinemaScope's Miracle Mirror Screen assures perfect VISUAL reproduction.

CINEMASCOPE

with GENUINE 4 TRACK STEREOGRAPHIC SOUND



WOMEN'S WORLD

9th December 1954 to 16th March 1955 – Season 13 weeks and 6 days ✓

Specially selected to introduce
CINEMASCOPE
 with **GENUINE 4-TRACK STEREOGRAPHIC SOUND**
 to
MAYFAIR CITY

Simultaneous presentation at 6 Hoyts Theatres in City and Suburbs
TODAY!

STAR, BONDI JCT.
ARCADIA, CHATSWOOD
HOYTS DRUMMOYNE
 Hoyts **CROWS NEST**
HOYTS MANLY

The modern miracle of entertainment comes in another Hoyts city theatre—
 There's no show like a Cinemascope show!
SCREENING TIMES: In the city: Hoyts Mayfair
 12.00, 2.30, 4.55, 8 p.m. Plaza Hoyts, Darling Harbour
 1.30, 4.10, 6.30, 8.55 p.m. Hoyts Sydney, Elizabeth
 Street
 1.30 and 8 p.m. Arcadia, Chatswood, LADSON
 1.30 and 8.45 p.m. Hoyts Crows Nest, PARRAMATTA
 Hoyts Drummoyne, WAGGA Wagga, 4.15 and 8.45 p.m.



LINE UP FOR THE BIG MONEY! Clifton Webb is the boss who has a \$175,000 a year job to give to one of these eligible young men— if he has a wife with the right qualifications!

It's a great big wonderful **WOMAN'S WORLD**... presented by 20th Century-Fox, enhanced by the new Cinemascope and the revolutionary, sensationalizing Technicolor, reminding you of those heart-warm and life-wake days they tried to help their husbands get on in the world!

"Woman's World"
 photographed with the revolutionary new Cinemascope lens
CINEMASCOPE
 in **GENUINE 4-TRACK STEREOGRAPHIC SOUND**
 featuring
Clifton WEBB · June ALLYSON
Van HEFLIN · Lauren BACALL
Fred MacMURRAY
Arlene DAHL · Cornel WILDE
 Film by **TECHNICOLOR**

BRILLIANT ANIMATED REFERENCE AND SOUND! INSPIRED BY CINEMASCOPE'S "CINEMASCOPE ON PARADE" AND "PIANO ENCORES"— Musical masterpieces in color! At Hoyts Theatres



MEET THE BEST WESTERN SHOW SHOW! The beautiful love she had in her life she had to be an actress again! Her husband's wife!



GET AND HOLD ON! In the big new production "Woman's World" the beautiful Lauren Bacall, who has been called the "It" girl, is the only woman to be a heroine in the film!



IMPASSIBLE FORCE!... presented in color and Technicolor! Meet the beautiful Arlene Dahl, the "It" girl, who is the only woman to be a heroine in the film!



HE'S NEW A WIDE REVEAL!... presented in color and Technicolor! Meet the beautiful Arlene Dahl, the "It" girl, who is the only woman to be a heroine in the film!



HE'S NEW A WIDE REVEAL!... presented in color and Technicolor! Meet the beautiful Arlene Dahl, the "It" girl, who is the only woman to be a heroine in the film!



KEEP YOUR EYES ON THIS WOMAN! who has been called the "It" girl, who is the only woman to be a heroine in the film!

73 Castlereagh Street. At 10.50, 1.00, 4.00, 8 p.m. (Air-cooled.)
NOW AT HOYTS MAYFAIR — MA6387
 20th Century-Fox Technicolor triumph, photographed with the revolutionary new anamorphic lens and the wonder of **GENUINE 4-TRACK STEREOGRAPHIC SOUND**—
"WOMAN'S WORLD," CINEMASCOPE
 Brilliantly Starring **CLIFTON WEBB, JUNE ALLYSON, VAN HEFLIN, LAUREN BACALL, FRED MacMURRAY, ARLENE DAHL, CORNEL WILDE (C)**. Plus Features in Cinemascope, "CINEMASCOPE ON PARADE" and "PIANO ENCORES"; Movietone News.

WOMEN'S WORLD was the first Cinemascope film released at the Hoyts Mayfair theatre ...



PRINCE OF PLAYERS

9th June 1955 to 6th July 1955 – Season 3 weeks and 6 days ✓

HOYTS CENTURY — CINEMASCOPE
"PRINCE OF PLAYERS" — TO-DAY
 Simultaneously with Hoyts Suburban Theatres. A 20th Century-Fox Production in CinemaScope, with genuine Stereophonic Sound. Specially chosen to introduce CinemaScope to the theatre which has presented so many of Sydney's most distinguished successes. Starring Richard Burton, Maggie McNamara, John Derek, Raymond Massey. In Color De Luxe (G). Plus big supporting programme, including CinemaScope featurette of Greece, "Land of Legend, The Glory of Greece."
SCREENING TIMES: Century (BM2241), 10.45, 1.50, 4.55, 8. Hoyts Star, Bondi Junction, PW1047, 1.30, 7.45. Arcadia, Chatswood, JA2832, 1.30, 7.45. Hoyts, Manly, XU2468, 1.30, 7.45. Hoyts, Drummoyne, WA2009, 7.45. Hoyts, Crow's Nest, JF4080, 8 p.m.

PRINCE OF PLAYERS was the first CinemaScope film released at the Hoyts Century theatre ...

THE HIGH AND THE MIGHTY

11th August 1955 to 21st September 1955 – Season 5 weeks and 6 days ✓

All the fierce drama

—passions and suspense of such a masterpiece as "From Here To Eternity"... now brought to the screen with every exciting moment of Ernest K. Gann's best-selling novel, "The High and the Mighty"... and what befalls them... makes one of the most thrilling screen events of the decade!

LYDIA as low as high society could get!

MAY strictly a night-time treat!

CHILD a weekly collector of other men's wives!

SALLY who lived in a world of whistles!

DAN who had had to raise flies, and was starting on tea!

THE FILM THAT INSPIRED THE SENSATIONAL HIT PARADE SONG SUCCESS!

"How would it would be if this were the last time I could see you like this—and what would happen to our baby?"

JOHN WAYNE
CLAIRE TREVOR
LARAINÉ DAY
ROBERT STACK
JAN STERLING
PHIL HARRIS
ROBERT NEWTON
DAVID BRIAN

in CINEMASCOPE
WITH OPTIMUM 4-TRACK, STEREOGRAPHIC SOUND
WARNERCOLOR REAR VIEW

Special entertainment features—
 "THE ROYAL MOUNTIES" in Technicolor—The training of men and horses for the "backwoods" wild West exhibition of feature Submarine Movietone News.

Regent

STAR BOND JCT.
ARCADIA CHATSWOOD
HOYTS DRUMMOYNE
HOYTS CROWS NEST

The simultaneous presentation at 8 Hoyts theatres in city and suburbs—commencing
TOMORROW!

Regent RMDM; George St. near Town Hall. Sessions: 10.15, 1.30, 4.40, 8 p.m. Plans Theatre, Pallage, Victoria Road, Arcadia. Also at Star & Arcadia twice daily 1.30 & 7.45 p.m. Drummoyne & Crows Nest nightly 7.45. Plans at Theatre.

HOYTS REGENT—IN CINEMASCOPE!

"THE HIGH AND THE MIGHTY"

In CINEMASCOPE and Warnercolor, with genuine Stereophonic Sound. All the fierce drama, passions and suspense of such a masterpiece as "From Here To Eternity"... now brought to the screen with every exciting moment of Ernest K. Gann's best-selling novel, "The High and the Mighty", starring **JOHN WAYNE, CLAIRE TREVOR, LARAINÉ DAY, ROBERT STACK, ROBERT NEWTON, JAN STERLING, DAVID BRIAN (C)**. Plus: "THE ROYAL MOUNTIES." In Technicolor: Movietone News. Simultaneous presentation in city and suburbs at Hoyts Regent, George Street, near Town Hall, BM2487. Sessions: 10.15, 1.30, 4.40, 8 p.m. Plans theatre, Pallage's, Ushers, Hotel Australia; and suburbs at Star, Bondi Junction, FW1047 and FW4027; and Arcadia, Chatswood, JA2832. Twice daily, 1.30 and 7.45 p.m.: Hoyts, Drummoyne, WA2009, and Crows Nest, JF4080, nightly, 7.45. Plans at theatres.

THE HIGH AND THE MIGHTY was the first Warner Bro's film lensed in CinemaScope.

Note the incorrect spelling HOYTS REGENT – IN CINEMASCOPE !

SITTING BULL

1st September 1955 to 21st September 1955 – Season 2 weeks and 6 days ✓

"IF THE WHITE MAN WANTS WAR... FIGHT TO THE DEATH!"

Excitement . . . action . . . as the redskins leaped to obey Sitting Bull — the chief who sought peace on the frontier, but whose exploits on the battlefield won him undying fame!

SITTING BULL

DALE ROBERTSON MARY MURPHY CARROLL NASH

CINEMASCOPE
REQUIRE 4-TRACK, HIGH FIDELITY STEREOGRAPHIC SOUND

Simultaneous presentation at 6 Hoyts theatres in city and suburbs—commencing

HOYTS PLAZA
CITY

HOYTS CHATSWOOD

HOYTS STAR BENDI JCT

HOYTS DRUMMOYNE

HOYTS MANLY

HOYTS CROWS NEST

TODAY!

Place, 509 George St. MA6107, 2.10, 1.20, 4.35, 7.45 pm. At 5.15 pm. (FW1047, FW4027), Arcadia (JA2832) and Manly (XU2468): 1.30 and 7.45 pm. Drummoyne (WA2009) and Crows Nest (JF4080): Nightly 7.45. Plans at theatre.

NEW EASTMAN COLOUR

You'll rock & roll with new starlet JUDY CARNOVA in "Carolina Cannonball" with Andy Clyde, Ross Elliott, etc.

CHIEF LITTLE WOLF—IN PERSON, Appearing in the Plaza Theatre entrance foyer at the commencement of each session. Call and collect an autographed picture from Chief Little Wolf himself!

HOYTS PLAZA — "SITTING BULL" ADVENTURE IN CINEMASCOPE

If the white man wants war . . . fight to the death! And the redskins leaped to obey their chief who sought peace on the frontier, but whose exploits on the battlefield won him undying fame! In CinemaScope and New Eastman colour, with genuine Stereophonic Sound. Starring DALE ROBERTSON, MARY MURPHY, J. CARROLL NASH (6), plus hilarity with JUDY CARNOVA, ANDY CLYDE, in "CAROLINA CANNONBALL" (G). Simultaneous presentation in city and suburbs at Hoyts Plaza, city, MA6107. At 10 a.m., 1.20, 4.35, 7.55 p.m. Star, Bondi Junction, FW1047 and FW4027; Arcadia, Chatswood, JA2832, and Hoyts, Manly, XU2468. Twice daily, 1.30 and 7.45 p.m. Hoyts, Drummoyne, WA2009, and Hoyts, Crows Nest, JF4080, nightly 7.45. Plans at Theatres. MEET CHIEF LITTLE WOLF IN PERSON. Appearing in the Plaza Theatre entrance foyer to-day at the commencement of each session. Call and collect an autographed picture from Chief Little Wolf himself.

SITTING BULL was the first United Artist's film lensed in CinemaScope ...

20,000 LEAGUES UNDER THE SEA

15th December 1955 to 8th February 1956 – Season 7 weeks and 6 days ✓

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

Walt Disney PRESENTS

20,000 Leagues UNDER THE SEA

color by Technicolor

CINEMASCOPE
IN THE MANNER OF CRYSTAL GLOBE

HOYTS PLAZA

COMM. TOMORROW!
ATTEND THE SPECIAL
9.30 A.M. SESSIONS.
(Doors open 9 a.m.)

5 BIG SESSIONS DAILY
9.30 a.m.; 12 NOON; 2.30 p.m.; 5.10 p.m.; 8 p.m.
Plans at Theatre, MASBY, 400 George St.
Air-conditioned for comfort and cooling.

The adventure, written a hundred years before its time, becomes a modern picture to be remembered forever—Jules Verne's celebrated undersea adventure—sensational! Exciting! Spectacular!

★ "THIS IS THE A.B.C." (8 p.m. sessions only). An outstanding subject capturing the capabilities of the Australian Broadcasting Commission—novel and highly entertaining.

Plus ACADEMY AWARD CHAMPION OF CHAMPIONS CARTOON

WALT DISNEY PRESENTS
TOOT, WHISTLE, PLUNK and BOOM

CINEMASCOPE
color by Technicolor (G)

★ 20 The Sun, Wednesday, Dec. 14, 1955, 10

HOYTS PLAZA: 5 SESSIONS DAILY!
"20,000 LEAGUES UNDER THE SEA"

In CINEMASCOPE and Technicolor, with Stereophonic Sound. Walt Disney presents Jules Verne's celebrated undersea adventure story on the screen! Sensational! Exciting! Spectacular! Starring KIRK DOUGLAS, JAMES MASON, PAUL LUKAS, PETER LORRE (G). Plus Walt Disney's "Toot, Whistle, Plunk and Boom," in CinemaScope and Technicolor. (At 8 p.m. sessions only: "This is the A.B.C.") ATTEND THE SPECIAL 9.30 A.M. SESSION (doors open 9 a.m.) 5 Big Sessions daily. NOW! At 9.30 a.m., 12 noon, 2.30 p.m., 5.10 p.m. and 8 p.m. Plans at Theatre, MASBY, 400 George Street (air-conditioned) and Pallina's.

THE SCREEN'S FIRST ANIMATED CARTOON IN CINEMASCOPE

WALT DISNEY PRESENTS

Toot, Whistle, Plunk and Boom

color by Technicolor

Milarious story of music from caveman rhythm to bebop—as only Disney can tell it!

20,000 LEAGUES UNDER THE SEA was the first Walt Disney live action feature film lensed in CinemaScope which included on the same programme, the studios first CinemaScope cartoon titled *TOOT, WHISTLE, PLUNK and BOOM* ...

THE CONQUEROR

2ND May 1957 to 22ND May 1957 – Season 2 weeks and 6 days ✓

HE had the might to conquer the world!

SHE had the lips to conquer the conqueror!

BIG is the word for The Conqueror, the story of a man of conquest, who betrayed his strength to an untamed woman!



HOWARD HUGHES presents
JOHN WAYNE · SUSAN HAYWARD in
"THE CONQUEROR"
— TECHNICOLOR CINEMA SCOPE

Suitable for General Exhibition Action-packed season commences **TODAY!**

Plus:
Action and outpace that provide one a loaded gun!

"GUN IN HIS HAND"
With Robert Wagner, Debra Paget, (G)

Sessions 10:15; 1:30, 4:45, 8 p.m. MA6187, 400 George St. Plaza Theatre and Pathe.



HOYTS PLAZA — "The Conqueror"

HE had the might to conquer the world! SHE had the lips to conquer the Conqueror. Starring John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorehead, in CinemaScope and Technicolor (C). Plus: "GUN IN HIS HAND," with Robert Wagner, Debra Paget (G). Sessions: 10:15, 1:30, 4:45, 8 p.m. (MA6107). Also in suburbs at Star, Bondi, Arcadia, Chatswood, Hoyts, Manly, Drummoyne, and Crow's Nest. (See suburban directory for details.)

REGENT
"DESIRE"—In CinemaScope and Color De-Luxe. Marion Brando, Jean Simmons (A). Featurettes in CinemaScope. 10.30, 1.35, 4.45, 8 p.m. BM2487.

PLAZA
"UNDERWATER" — In Superscope and Technicolor, Jane Russell, Gilbert Roland (G). Plus "Inspector Stryker" (G). 10, 1.20, 4.35, 7.55 p.m. MA6107.

CENTURY
"A MAN CALLED PETER"—In CinemaScope and Color De-Luxe. Richard Todd, Jean Peters (G). Plus featurettes in CinemaScope. 10.30, 1.40, 4.50, 8 p.m. BM2241.

RKO Radio Pictures marketed their wide screen releases in Superscope with **UNDERWATER** as the first film released on the 14th July 1955 at the Hoyts Plaza theatre. **THE CONQUEROR** followed by **THE BRAVE ONE** were the two RKO Radio Pictures films which were lensed in CinemaScope ...

THE DARK AVENGER

12th July 1956 to 25th July 1956 – Season 1 week and 6 days ✓



HOYTS PALACE — ADVENTURE!
"THE DARK AVENGER" — CINEMASCOPE.
 Magnificent adventure and spectacle sweep the CinemaScope Screen as from the days of romance and chivalry comes a thrilling story of bold deeds, violent love and daring escapades! In Technicolor and starring ERROL FLYNN, JOANNE DRU, PETER FINCH (G). Plus "Grand National Night," with Nigel Patrick and Moira Lister (A). Now at 10.25, 1.35, 4.45, 8 p.m. Plans at Theatre MA6287 and Palace's.

THE DARK AVENGER was the first CinemaScope film released at the Hoyts Palace theatre ...



It's the Skippy crew together in the most action-packed Australian film ever made.
Skippy and "THE INTRUDERS"
 Starring Ed DEVEREAUX, Tony BONNER, Ken JAMES and Garry PANKHURST. Colour (G).
LAST DAY! — HOYTS PALACE THEATRE
 Plus Colour Featurettes. 5 sessions at 9.30 a.m., 12, 2.40, 5.20 (feature at 6) and 8 p.m. Theatre: 261 Pitt Street, 61-6287.

The Palace theatre in Sydney was located at 255 Pitt Street and opened in 1896 as a live theatre venue. Refurbished in 1923 to accommodate the film presentation, the theatre was later operated by Hoyts Theatres.

The Palace theatre was the sixth Hoyts city theatre in Sydney equipped to present CinemaScope with the reissue of *The Dark Avenger* as its first anamorphic presentation.

The Palace theatre which did not present 70mm, continued to present seasonal live theatre with *The Secretary Bird* as its last production and *Skippy and the Intruders* as the last film presentation closing on 3rd January 1970.

LOSER TAKES ALL

14th February 1957 to 13th March 1957 – Season 3 week and 6 days ✓



EMBASSY — "LOSER TAKES ALL"
HILARIOUS COMEDY ROMANCE
 He enjoyed all the fun of the fair sex. SHE enjoyed all the fun! IN CINEMASCOPE and COLOUR! Starring GLYNNIS JOHNS, ROSSANO BRAZZI, ROBERT MORLEY (A). Plus warm-hearted comedy. "AUNT CLARA" Margaret Rutherford, Ronald Shiner (A). Sessions: 10, 1.20, 4.40, 7.55 p.m. BW1863. 79 Castlereagh Street. Plans: Theatre and Palings.

LOSER TAKES ALL was the first CinemaScope film released at the Embassy theatre ...



EMBASSY: "THE BLACK BIRD" (NRC)
 George Segal. 11.15, 2.15, 5.15, 8.15.
 79 Castlereagh Street. 232 1866. Theatre closes down tonight.

MAYFAIR: "NOTORIOUS" (NRC)
 Cary Grant, Ingrid Bergman. Theatre closes down tonight.
 5.30, 8.15.
 73 Castlereagh Street. 232 1377.

The Embassy theatre in Sydney was located at 97 Castlereagh Street and was built on the site of the original Tivoli. The Embassy opened in 1934 as a joint venture with Greater Union and Hoyts.

Situated next door but one to the Hoyts Mayfair theatre, the Embassy was the seventh Hoyts cinema in the key city theatre of Sydney equipped to present CinemaScope with **Loser Takes All** as its first anamorphic presentation.

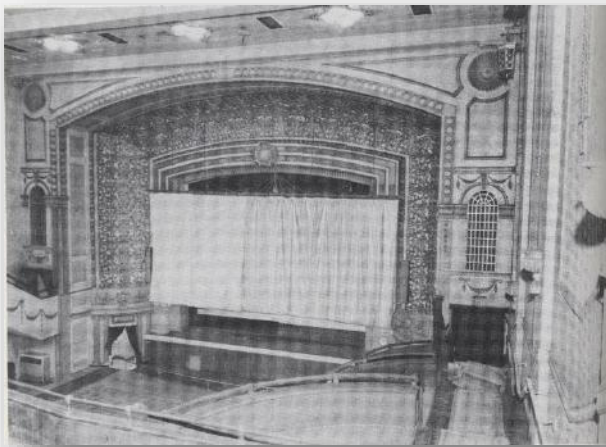
The Embassy theatre which did not present 70mm, continued as a joint with Greater Union predominately screening contemporary films remaining under the banner of Hoyts theatres with **The Black Bird** as the last attraction closing on 16th February 1977.

BROKEN LANCE

22nd February 1957 to 28th February 1957 – Season 0 week and 7 days ✓



The [reissue](#) of **BROKEN LANCE** was the first CinemaScope film released at the Palladium theatre ...



The *Palladium* theatre was located at 681 George Street Sydney on the site originally occupied by the Haymarket theatre [1916]. The theatre was converted into an indoor golf course and reverted back to cinema in 1935 renamed the Civic theatre. In 1938 the Civic was renamed to the Palladium operating as a live theatre and film presentation.

Operated by Hoyts Theatres for a brief two years from October 1955, the Palladium theatre was the eighth Hoyts key city cinema of Sydney equipped to present CinemaScope with the reissue of **Broken Lance** as its first anamorphic presentation.

Returning to stage and screen with Greater Union control from April 1957, the Palladium closed in December 1961 with *Sabu and the Magic Ring* for refurbishment to become the 70mm equipped Barclay cinema reopening on 21st December 1962.

AROUND THE WORLD IN 80 DAYS

2nd October 1957 to 25th November 1959 – Season 122 weeks ✓

The World's Most Honored Show

52 BEST PICTURE AWARDS & WORLD WIDE HONORS

MICHAEL TODD'S

"Around the World in 80 days"

EVERY SEAT BOOKABLE FOR ALL PERFORMANCES 16 WEEKS IN ADVANCE!

Reservations obtainable at Hoyts Theatre and Patrons or by mail (excluding residential) to Booking Manager, Hoyts Theatre, Liverpool St., Sydney. MARKING None—Priority given alternate days.

PRICES: Week nights—Stall and Circle Lounge seats 12/6. Front Stalls 7/6. Saturdays and Holidays, Stall and Circle Lounge 15/-; Front Stalls 8/6. All matinees including Sun. and Holy Days. Children half-price all matinees. Sorry, no phone bookings.

Starring: DAVID NIVEN, CANTINFLAS, ROBERT NEWTON, SHIRLEY MACLAINE. Featuring 44 "Cameo" Stars.

TECHNICOLOR

Screenplay by JAMES KELI, JOHN FARROW and S. J. FLEISHER. From the Classic by JULES VERNE. DIRECTED BY MICHAEL ANDERSON.

GENERAL RELEASE

Hoyts Paris THEATRE

Australian Premiere
TONIGHT AT 8
NIGHTLY AT 8. MATS, WEDS, SATS, AND HOLS. 2 p.m.

SPECIAL HOLIDAY MATINEE, MONDAY NEXT 16 HOUR DAY! AT 2 p.m.

BOOK NOW for the World's Most Honoured Show . . . Michael Todd

"AROUND THE WORLD IN 80 DAYS"

Winner of 52 Best Picture Awards and World-wide Honours. To be leased through United Artists. Exclusive Sydney presentation—

PARIS THEATRE — Tomorrow! 8 p.m.

Nightly at 8. Mats., Wed., Sats., and Holidays, at 2 P.M.

SPECIAL HOLIDAY MATINEE MONDAY NEXT (9-hour Day), 2 P.M.

EVERY SEAT BOOKABLE FOR ALL PERFORMANCES 16 WEEKS IN ADVANCE. Reservations obtainable at Hoyts Theatre and Patrons, or by mail (excluding residential) to Booking Manager, Paris Theatre, Liverpool St., Sydney. (NOTE: PLEASE GIVE ALTERNATE DATES.)

PRICES: Week nights, Stall Lounges and Circle Lounges, 12/6. Front Stalls, 7/6. Saturdays and Holidays, Stall Lounges and Circle Lounges 15/-; Front Stalls, 8/6. All Matinees, including Saturdays and Holidays, Stall Lounges and Circle Lounges, 10/-; Front Stalls, 6/-; Children half-price all matinees. (Sorry, no phone bookings.)

EXCLUSIVE TO PARIS: Because of the tremendous cost involved in presentation, Hoyts Paris is the only theatre in Sydney where you will be able to see this Wonder Show!

GRAND GALA CHARITY PREVIEW, TONIGHT, at 8

Under Vice-Presal patronage. All proceeds in aid of Sydney Opera House Appeal, Touchstones of Legacy and Royal Blind Society of N.S.W.

A First-night Extraordinary! See the Novelty Parade from 7 p.m. Brass Band, Marching Girls, Cobb and Co. Coach, Sydney's Oldest Team, Landau, Surrey and Wigwag, Pennsylvania Circle, Governor's Car, Hussar's Car, Cinderella Coach, Television, Radio, Newsreels, Novelty Costumes! Come along and join in the fun!

ADD A LOVE STORY TO THE LEGENDS OF THE AGES . . . A MOTION PICTURE TO THE WONDERS OF THE WORLD!

TONY CURTIS YUL BRYNER

TARAS BULBA

HAROLD HECHT Presents

with SAM WATKINS, BRAD HEXTER, GUY HILFE and ERNSTINE KAUFMANN

PARAVISION - EASTMANCOLOR

Starring the UNITED ARTISTS

Hoyts Paris THEATRE

FIRST PERFORMANCE AT MATINEE TODAY, 2 P.M.

BOOKING: 10.00, 7.00, 4.00, 2.00, 1.00, 50c. Children's (under 12) 50c. (Under 5) 25c. (Under 3) 10c. (Under 2) 5c.

The Hoyts Paris stood on the site of the Australian Picture Palace [1916] renamed the Tatler, then as the Park and finally as Hoyts Paris in 1954. The Paris theatre was refurbished in 1957 for the premiere of *Around the World in 80 Days* in Cinestage on the 2nd October 1957.

"Cinestage prints were special 35mm anamorphic reductions from the 65mm 24 fps version of the film. The squeeze factor was less than the conventional 'Scope' 2:1 and required varimorph projection lenses."

The Hoyts Paris theatre did not present the CinemaScope 2.55:1 aspect ratio films due to the theatres showcase event of CineStage for *Around the World in 80 Days* and the 70mm films which followed. It was not until the Panavision release of *Taras Bulba* on the 6th June 1963 after the 70mm release of *Exodus* did the Hoyts Paris theatre present a 35mm 2.35:1 aspect ratio anamorphic release print.

SYDNEY IN 70MM – PART 2

**THE
CINEMASCOPE
ERA**

When CinemaScope showcased *The Robe* in 1953, the exhibitor Metro Theatres had two key city theatres in Sydney. These were the St James and Liberty.

The St James opened as a live theatre in 1926 and presented Metro-Goldwyn-Mayer films under the direction of Sir Benjamin and John Fuller in 1933.

In 1954 the St James was equipped for CinemaScope and Perspecta Stereophonic Sound with the peculiarity of the screen being erected in front of the original proscenium screen as depicted right and by the document: THEATRE DATA - ST. JAMES

The Liberty opened on the 31st March 1934 with *Only Yesterday* as the first attraction. Operated by Metro theatres in 1937, the Liberty was equipped for CinemaScope with *Rose Marie* as its first film on the 30th August 1954.



THEATRE DATA - ST. JAMES

PICTURE SIZE -	Front screen	Rear Screen			
	36'6" x 15'8"	29'6" x 13'6"			
	Metroscope	23' x 13'6"			
PROJECTION DISTANCE -	Front 85'11"	Rear 92'5"			
PROJECTION ANGLE	23°				
PROSCENIUM OPENING	25'3" x 37'6"				
DISTANCE FRONT ROW TO SCREEN	Front 15'	Rear 21'6"			
DISTANCE TO BALCONY RAIL	" 48'	" 54'6"			
THEATRE WIDTH	81'8"	LENGTH 70'			
NUMBER OF SEATS	Stalls	Lounge	Circle	Total	
	Front Screen	465	242	235	942
	Rear Screen	712	346	351	1409



AIR-CONDITIONED THEATRES.

M.G.M.'s "DEEP IN MY HEART"

IN METROSCOPE with PERSPECTA STEREOPHONIC SOUND.
 NOW! At ST. JAMES and 4 METRO THEATRES
 MANLY, CROW'S NEST, KING'S CROSS, BONDI JUNCTION.
 M.G.M.'s Star-studded Musical—based on the
 life and melodies of Sigmund Romberg.
 Starring JOSE FERRER, MERLE OBERON, HELEN TRAUBEL and
 11 M.G.M. GUEST STARS. Color (G).
 Plus M.G.M. Tech. Cartoon: "BIRD BRAIN BIRD DOG"; Australia
 News; Metro International News, etc.
 SESSIONS: 10.50, 1.50, 1.40, 8. King's Cross, 1.50, 4.50, 8.
 Plans at Theatres: St. James, BW1451; Manly, XU4635; Crow's Nest,
 JP4680; King's Cross, FL1221; Bondi Junction, FW1253.

The first film advertised in Metroscope was *Deep in My Heart* which opened at the St James and suburban Metro Theatres on the 31st March 1955.

KNIGHTS OF THE ROUND TABLE

15th April 1954 to 28th July 1954 – Season 14 weeks and 6 days ✓

M.G.M.'s FIRST PRODUCTION IN
CINEMASCOPE
New made **GREATER** by
PERSPECTA STEREOPHONIC SOUND
the sensational NEW Directional Sound which brings you
perfected screen presentation, EXCLUSIVE TO ST. JAMES.

The new story that was
MEANT for the wonders of
Cinemascope now fills the
vast screen with excitement,
passion and intrigue!

The glory and the splendor
... the awe-inspiring
adventure of the greatest
love-and-adventure story of
all time is here ... and a
new era of entertainment
has begun!

Still in perfected presenta-
tion ... as the modern
miracle of Cinemascope,
plus the sensational NEW
directional sound completely
revolutionize screen enter-
tainment.

Book now — for the greatest
of them all ...

In **COLOR** magnificence!

**Knights of the
Round Table**

Starring
ROBERT TAYLOR & **AVA GARDNER**
MEL FERRER — Anne CRAWFORD · Stanley BAKER

FOR GENERAL EXHIBITION

Comm. TOMORROW! at 10.50, 1.50, 4.50, 8.

Plus Tom & Jerry Technicolor
Cartoon "POBBE CAT"; Aust.
News; Metro International
News; etc.
Plans at Theatre.

AIR-CONDITIONED
ST JAMES
M6951

Definitely
NO increase
in prices!

Now! At 11, 2, 5, 8. **ST. JAMES, M6951**
M.G.M.'s First Production in Cinemascope made greater by
the magic of **PERSPECTA Stereophonic Sound**—The **NEW** Directional
Sound.
"KNIGHTS OF THE ROUND TABLE"
In color magnificent with **ROBERT TAYLOR, AVA GARDNER,**
MEL FERRER (G). Definitely **NO** increase in prices. Plus M.G.M.'s
Academy Award Winning Musical Masterpiece in Cinemascope—"THE
MERRY WIVES OF WINDSOR"; Tom and Jerry Technicolor Cartoon—
"POBBE CAT"; Aust. and Metro International News.

KNIGHTS OF THE ROUND TABLE was the first CinemaScope release at the St James theatre ...

The St James did not present 70mm and closed on the 20th March 1971 with the reissue **The Wizard of Oz**

ROSE MARIE

30th August 1954 to 19th September 1954 – Season 2 week and 6 days ✓

"ROSE MARIE" NOW COMES TO LIBERTY and 3 METRO Theatres — KING'S X, MANLY, CROW'S NEST.

M-G-M presents the **FIRST GREAT MUSICAL** M

in
CINEMASCOPE
on the
HIGH FIDELITY PANORAMIC SCREEN
with the added enchantment of
PERSPECTA STEREOPHONIC SOUND

The exciting romance of the charming Rose Marie, and the two who fought for her love — the dashing mountie and the handsome trapper — is entertainment as big as all outdoors!

All NEW and in COLOR glory!

"Rose Marie"
I love you!

THREE SONGS
ROSE MARIE
SONG OF THE MOUNTIES
I MAKE LOVE CALL
I HAVE THE LOVE
THE MAN

ANN BLYTH · HOWARD KEEL
FERNANDO LAMAS · BERT LAHR · MARJORIE MAIN
FOR GENERAL EXHIBITION

STARTING
TODAY! 2, 5, 8 p.m.

Plus "POET and PEASANT" Overture in CinemaScope; Tom & Jerry Cartoon; Pete Smith Speciality; Aust. News; Metro International News.

METRO
LIBERTY
KING'S X
MANLY
CROW'S NEST

SPECIAL MORNING SESSION ONLY at 11 a.m. TOM and JERRY CARTOON FESTIVAL in CINEMASCOPE (not continuous). Complete change of Cartoon programme at all theatres TO-MORROW. Featuring ELEVEN Cartoons. Different programme of Cartoons at Each Theatre.

AIR-CONDITIONED THEATRES

M.G.M.s "Rose Marie," CinemaScope
on the NEW HIGH FIDELITY SCREEN,
with PERSPECTA STEREOPHONIC SOUND.

NOW! At LIBERTY and 3 Metro Theatres
KING'S CROSS, MANLY, CROW'S NEST.

"ROSE MARIE," in COLOR GLORY, starring ANN BLYTH, HOWARD KEEL, FERNANDO LAMAS, BERT LAHR, MARJORIE MAIN (G). Plus "POET AND PEASANT" Overture in CinemaScope; Tom and Jerry Tech. Cartoon; Pete Smith Speciality; Aust. and Metro International News.

Three Sessions Only, at 2, 5, 8. (Morning Session, 11 a.m., Tom and Jerry Festival.)

PLANS: Liberty, MA6068; King's Cross, PL1221; Manly, XU4635; Crow's Nest, XF1111.

ROSE MARIE was the first CinemaScope film released at the Liberty theatre ...

The Liberty which did not present 70mm, closed on the 30th January 1975 in conjunction with the adjoining Gala cinema [originally Hoyts News-Luxe] to be demolished for construction of the Greater Union Pitt Centre.



SYDNEY IN 70MM – PART 2

**THE
CINEMASCOPE
ERA**

When CinemaScope showcased *The Robe* in 1953, Greater Union had six key city theatres in Sydney. These were the State, Capitol, Lyceum, Lyric, Victory and the Palladium.

Originally called Union Theatres renamed Greater Union in 1932, the exhibitor was a late entry into CinemaScope due in short, to their distribution studios, Universal International and Columbia Pictures limited CinemaScope releases.

Before the first Universal and Columbia Pictures studios CinemaScope productions were released in 1955, Greater Union theatres advertised their other releases **ON THE GIANT WYDASCOPE SCREEN** which in principle meant the film was cropped or masked to look like a wider image to its screen height.

With the State and Capitol theatres as the flagship cinemas for Greater Union, the majority of the CinemaScope films screened at these two theatres included the wide screen presentations in VistaVision with the first *White Christmas* screening at the Capitol theatre simultaneously with the Prince Edward theatre on the 17th December 1954.

The first released CinemaScope film at Greater Union was *Captain Lightfoot* followed by *Sign of the Pagan* both of which were from Universal International and screened at the State theatre.

After the State theatre CinemaScope installation, the Capitol, Lyceum, Lyric and Victory theatres were equipped for Cinemascope. The Palladium was equipped during the theatres lease to Hoyts theatres.

The following advertisements listed in date order are the first CinemaScope films which screened at the key city cinemas for Greater Union theatres in Sydney.

16/06/55	State	Captain Lightfoot
30/09/55	Capitol	The Black Shield of Falworth
13/09/56	Lyric [Forum]	Picnic - Reissue
01/11/56	Lyceum	Walk the Proud Land
01/03/57	Victory	Mister Cory



ON THE GIANT LUSTROUS WYDASCOPE SCREEN.
STATE — JANE WYMAN, ROCK HUDSON
“MAGNIFICENT OBSESSION”
 In Technicolor (G). Plus: “Black Horse Canyon,” Joel McCrea (Tech.) (G) Sessions: 10.15, 1.35, 4.50, 7.55. Plans, State Booking Bureau (BM2431), Nicholson’s, Hotel Australia. DAVIS CUP.
 DAVIS CUP! — ON GIANT WYDASCOPE SCREEN.
LYCEUM — “HELL BELOW ZERO”
 ALAN LADD, a tough guy on a tough mission (Tech.) (G). Also: “MASSACRE CANYON,” Phil Carey (G) Sessions: 10.15, 1.28, 4.40, 7.47. Plans: State Bureau, Lyceum. MA4857
 ON THE GIANT LUSTROUS WYDASCOPE SCREEN.
VICTORY: MARJORIE MAIN, PERCY KILBRIDE
“MA AND PA KETTLE AT WAIKIKI”
 (G). A Wilderness of danger . . . AUDIE MURPHY. “DRUMS ACROSS THE RIVER,” in Technicolor (G). DAVIS CUP. Sessions: 10.30, 1.40, 4.50, 7.48. Plans at State Booking Bureau and Victory. MA6866.
 SHOWING ON THE GIANT LUSTROUS WYDASCOPE SCREEN.
LYRIC: “CONQUEST OF COCHISE”
 Indian terror in **TECHNICOLOR**, John Hodiak, Robert Stack (G). Plus: Fury on Sniper Ridge, “COMBAT SQUAD” (G). DAVIS CUP. 10.45, 1.50, 4.50, 7.50. Plans. MA4881.



CAPTAIN LIGHTFOOT

16th June 1955 to 6th July 1955 – Season 2 weeks and 6 days ✓

"I'LL MARRY WHOM I PLEASE!"

A midnight home-coming, and Aga's fiery annoyance at Lightfoot's questioning was the spark to this conflict of head-strong youth

Universal International presents
**ROCK HUDSON
BARBARA RUSH
JEFF MORROW**

CAPTAIN LIGHTFOOT
CINEMASCOPE

NOW at 10.30, 1.40, 4.50, 7.55. Plans open at State Booking Bureau (BM2431). Also showing *Casablanca* Review.

Murray Aaron at the Console of the State Wurlitzer Organ.

State

2nd Big Feature: "NAKED ALIBI" with Sterling Hayden, Gloria Grahame (A).

Action and Adventure sweep to State Theatre in Spectacular Cinemascope.
STATE: "CAPTAIN LIGHTFOOT"
Rock HUDSON, Barbara RUSH, Jeff MORROW (Tech.)
(G). Plus: "Naked Alibi," Sterling Hayden, Gloria Grahame (A).
Seas.: 10.30, 1.40, 4.50, 7.55. Plans: State Bureau (BM2431).
State Theatre, 40 Market St. between George and Pitt Streets.

Captain Lightfoot was the first CinemaScope film released at the State theatre ...



SIGN OF THE PAGAN

9th September 1955 to 29th September 1955 – Season 2 weeks and 6 days ✓



REDEX TRIAL FILM — CINESOUND EXCLUSIVE.
STATE: "SIGN OF THE PAGAN"
In Cinemascope, **JEFF CHANDLER, JACK PALANCE**
With Rita Gam (Tech.), (G). Plus "FOUR GUNS TO THE BORDER," Rory Calhoun, Colleen Miller. (Tech.), (G). 10.5, 1.20, 4.35, 7.55. Book Falng's, Hotel Aust., State Bureau. BM2431, 49 Market St.

Sign of the Pagan was the second CinemaScope film released at the State theatre ...



THE BLACK SHIELD OF FALWORTH

30th September 1955 to 13th October 1955 – Season 1 week and 6 days ✓

**Make way for YOUTH!
and stand by for ACTION!**

When young blood, hot blood sees a lovely girl kidnapped and imprisoned . . . and she as the girl of his heart he has just now crushed in his arms . . . the cry is: "RESCUE AND VENGEANCE!"

Here's excitement, here's adventure that comes to you in leaps and bounds as the thrilling story is told. A youth who has his heritage stolen and who battles overwhelming odds to get it back.

Today's great star of adventure and romance . . .

TONY CURTIS
JANET LEIGH

"The Black Shield of Falworth"

DAVID FARRAR
BARBARA RUSH
HERBERT MARSHALL

TECHNICOLOR
CINEMASCOPE
THE GENERAL CORPORATION

TOMORROW at 10.15 a.m.

2nd Hit! Out of the dawn rides a killer!
NAKED DAWN
ARTHUR KENNEDY and BETTE ST. JOHN

See 1, 3, 4, 14, 7, 48. Plans at State Building, Bureau and Capitol. LOCATION: 13 Campbell St. near George St. Last day: Monday at 10.15 a.m.

CAPITOL

... FABULOUS ADVENTURE IN CINEMASCOPE.
CAPITOL: "Black Shield of Falworth"
TONY CURTIS, JANET LEIGH, DAVID FARRAR
(Tech.) (G). Plus: 2nd Hit! "Naked Dawn." Arthur Kennedy
(Tech.) (A). Seat: 10.15, 1.24, 4.30, 7.48. Plans: State Bureau and
Capitol, BA4905. Location: 13 Campbell Street.

The Black Shield of Falworth was the first CinemaScope film lensed by Universal International and the first CinemaScope film released at the Capitol theatre ...



ROUGH COMPANY

28th October 1955 to 17th November 1955 – Season 2 weeks and 6 days ✓



MIGHTY SAGA OF VIOLENT MEN and their women!
CAPITOL — "ROUGH COMPANY"
Glenn Ford, Barbara Stanwyck, Edward G. Robinson
In CinemaScope and Technicolor (A). 2nd Feature: "TEENAGE
CRIME WAVE" (A), Cinesound Review. Sgs.: 10.20, 1.35, 4.46, 7.53.
Box Plans: State Bureau and Capitol—BA4905—13 Campbell Street.

ROUGH COMPANY was the first Columbia Pictures feature film lensed in CinemaScope ...

Also known as *The Violent Men* in other territories ...



PICNIC

13th September 1956 to 19th September 1956 – Season 0 week and 7 days ✓



LYRIC

"PICNIC" a love story . . . possibly one of the greatest, starring William Holden, Kim Novak, Rosalind Russell, in CinemaScope and Technicolor. Plus "Mink Lams," Howard Duff (G), also Three Stooges Comedy, "Bedlam In Paradise." At 10.45, 1.50, 4.55, 7.55. MA4981, Geo. St. near Riv. Sq.

The [reissue](#) of *PICNIC* was the first CinemaScope film screened at the Lyric theatre ...



WALK THE PROUD LAND

1st November 1956 to 14th November 1956 – Season 1 week and 6 days ✓



LYCEUM:

"WALK THE PROUD LAND." Again the Flaming Fury of Geronimo . . . He Stood Alone. Starring Audie Murphy and Pat Crowley in CinemaScope and Technicolor (G). Plus "Black 13," Peter Reynolds, Rona Anderson (A). Sessions at 10.11, 1.25, 4.31, 7.47. Plans: State Booking Bureau and Lyceum. MA4857. 218 Pitt Street.

WALK THE PROUD LAND was the first CinemaScope film screened at the Lyceum theatre ...



MISTER CORY

1st March 1957 to 28th March 1957 – Season 3 weeks and 6 days ✓



VICTORY: "Mister Cory"
 From the slums to the big time rackets! Starring TONY CURTIS, Martha Hyer (CinemaScope) (Color) (A). Plus "The Night Runner," Ray Danton, Colleen Miller (A). At 10.10, 1.25, 4.40, 7.45. Plans: State Bureau and Victory. MARR86.

MISTER CORY was the first CinemaScope film screened at the Victory theatre ...



The **Victory** theatre was located at 525 George Street Sydney on the site originally occupied by the Colonial No.2 theatre renamed to the Empress in 1913. The Empress was refurbished in 1938 renamed as the Victory theatre opening on the 16th December 1938 with **Pygmalion** starring Leslie Howard.



SYDNEY'S LEADING THEATRES PRESENT
 SYDNEY'S CHIEF CURRENT ATTRACTIONS.
VICTORY — OPENS TO-DAY WITH "PYGMALION."
 SYDNEY'S NEW STREAMLINED THEATRE.
 (Detailed text about the theatre's features and showtimes follows in small print.)

Operated by exhibitor Greater Union Theatres, the Victory theatre was a late entry into CinemaScope due its Academy ratio proscenium and after screen alterations, presented **Mister Cory** as the theatres first anamorphic presentation.

The Victory was refurbished and renamed the Rapallo theatre on the 16th December 1966 with **Carry on Cowboy plus A Home of Your Own** as its first attraction. The Rapallo which do not present 70mm, closed in conjunction with the adjoining Paramount cinema on the 30th June 1983 with **Flying High II: The Sequel** as its last attraction.

SYDNEY IN 70MM – PART 2

THE CINEMASCOPE ERA

For the other three key city exhibitors in Sydney, the Variety theatre was destroyed by a fire in 1954 and the Savoy an independent cinema which opened as the Adyar Hall in 1924 renamed the Savoy in 1929 predominantly screened foreign films. The Savoy presented anamorphic motion pictures during the Panavision era and the notable reissue of Walt Disney *Fantasia* on the 20th March 1970. After a fifty week season of *Summer of '42*, the Savoy closed on the 21st December 1972 with *Ulysses* as its last attraction.



INCOMPARABLE "FANTASIA"
... COMPLETE AND AS
ORIGINALLY PRESENTED
FOR A SPECIAL EXCLUSIVE
SEASON AT THE SAVOY

STARTS TODAY

WALT
DISNEY'S
Fantasia
with
STOKOWSKI
and the Philadelphia Orchestra

GEN. EX. TECHNICOLOR

Also Walt Disney's Prize
Winning TOOT, WHIS-
TLE, PLUNK and
BOOM. Mon. to Sat. at
11, 2, 5, 8. Sunday at
1.30 and 4.30. Parking at
Westworth Hotel oppos-
ite theatre.

SAVOY
29 BLIGH (28-3333)

The Prince Edward which screened films from Paramount Pictures, showcased *White Christmas* in VistaVision on the 17th December 1954 and its first anamorphic release was the film *On the Double* lensed in Panavision opening on 27th October 1961.

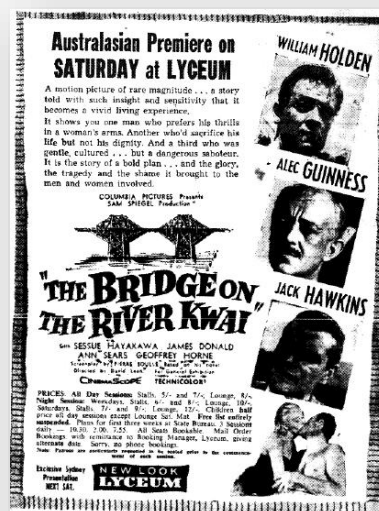
CINEMASCOPE

The following table is a summary of the first CinemaScope releases for the exhibitor and the studio distribution. *White Christmas* has also been included as date reference as the first film in VistaVision and *Around the World in 80 Days* in Cinestage ...

FILM	THEATRE	OPENED	CLOSED	WEEKS
The Robe – Twentieth Century Fox	Regent	09/12/53	07/04/54	17
How To Marry a Millionaire - First	Plaza	21/01/54	13/04/54	14
Knights of the Round Table – Metro-Goldwyn-Mayer	St James	15/04/54	28/07/54	15
The Robe move over - First	Esquire	15/04/54	12/05/54	4
Rose Marie - First	Liberty	30/08/54	19/09/54	3
Women's World - First	Mayfair	09/12/54	16/03/55	14
White Christmas – Paramount Pictures [VistaVision]	Prince Edward	17/12/54	17/02/55	9
Prince of Players - First	Century	09/06/55	06/07/55	4
Captain Lightfoot - First	State	16/06/55	06/07/55	3
The High and the Mighty – Warner Bros	Regent	11/08/55	21/09/55	6
Sitting Bull – United Artists	Plaza	01/09/55	21/09/55	3
The Black Shield of Falworth – Universal	Capitol	30/09/55	13/10/55	2
Rough Company – Columbia Pictures	Capitol	28/10/55	17/11/55	3
20,000 Leagues Under the Sea – Walt Disney	Plaza	15/12/55	08/02/56	8
The Dark Avenger - First	Palace	12/07/56	25/07/57	2
Picnic [Reissue] - First	Lyric	13/09/56	19/09/56	1
Walk the Proud Land - First	Lyceum	01/11/56	14/11/56	2
Loser Takes All - First	Embassy	07/02/57	13/03/57	5
Broken Lance [Reissue] - First	Palladium	22/02/57	28/02/57	1
Mister Cory - First	Victory	01/03/57	28/03/57	4
The Conqueror – RKO Radio Pictures	Plaza	02/05/57	22/05/57	3
Around the World in 80 Days - Cinestage	Paris	02/10/57	25/11/59	122



The longest season 35mm film released during the 2.55:1 CinemaScope era was *A Man Called Peter* which opened at the Hoyts Century theatre on the 7th July 1955 for a 26 week season. The longest season 35mm released film during the 2.35:1 CinemaScope era was *The Bridge on the River Kwai* which opened at the Lyceum theatre on the 8th March 1958 for a 31 week season.



Two noteworthy films to close on this chapter are the last two films lensed in CinemaScope. *In Like Flint* opened on the 15th June 1967 and *Caprice* opened on the 20th July 1967 at the Hoyts Regent theatre. Fitting that both of these Twentieth Century Fox films opened at the birthplace of *CinemaScope*.