

The Empire Theatre was located at 176 Albert Street, Brisbane and opened on the 14th January 1911 as a vaudeville theatre. The theatre incorporated both Stalls and Dress Circle sections and a projection room for the presentation of photoplays. At the time of its opening the new theatre fell under the direction of Ted Holland and Percy St. John. Control of the theatre, however, shifted to Fullers' Theatres and Vaudeville Ltd. on the 19th January, 1918. The Fullers retained a preference for vaudeville & revue. After a

refurbishment in 1930, Sir Benjamin and Mr. John Fuller reopened the theatre on the 19th April 1930 with Rio Rita; renaming it Empire Talkies. In 1933 the theatre was name changed to the St James with *The Big Broadcast* on the 15th April 1933. Fullers divested their direction of the St James to Snider and Dean Theatres Ltd on the 14th February 1936; the opening film under the Snider and Dean banner was *The Man Without a Face*. The theatre was remodelled in 1938 – at which time improvements were also made to the air-conditioning. These works were financed by the National Theatres Corporation – a merger of Hoyts Theatres and Snider and Dean Theatres Ltd. The first appearance of the St James as a Hoyts City Theatre in the Brisbane tabloids was on the 1st April 1945 while presenting *Abroad with Two Yanks*. After the successful 35mm season of *Around the World in 80 Days*, the St James was equipped with Todd-AO 70mm DP70 projectors and presented *South Pacific*. In 1965 the theatre was renamed the Paris Cinema for the opening of *The Sound of Music* on the 29th July 1965. Hoyts Theatres continued to operate as the Paris - presenting *Those Magnificent Men in Their Flying Machines* and many other popular 70mm films. The Paris closed on the 21st May 1980 with the film *1941* and was demolished to make way for the Myer Centre, which incorporated a new, eight screen multiplex.

ST JAMES 70MM OPENINGS	OPENED	CLOSED	WKS
South Pacific	09/06/60	05/07/61	56
Solomon and Sheba	06/07/61	16/08/61	6
Can-Can	17/08/61	31/01/62	24
Oklahoma! – First Time 70mm	21/06/62	05/09/62	11
The Alamo	06/09/62	03/10/62	4
Exodus	04/10/62	19/12/62	7
West Side Story	20/12/62	08/05/63	20
Around the World in 80 Days – First Time 70mm	24/10/63	20/11/63	4
Cleopatra	06/12/63	08/07/64	31
The Sound of Music	29/07/65	14/12/66	72
Those Magnificent Men in their Flying Machines	15/12/66	24/05/67	23
Cheyenne Autumn	03/08/67	23/08/67	3
The Bible	24/08/67	25/10/67	9
The Sand Pebbles	26/10/67	22/11/67	3
Camelot	22/02/68	12/06/68	16
Around the World in 80 Days - reissue	10/10/68	30/10/68	3
Finian's Rainbow	19/12/68	29/01/69	6
Star!	31/01/69	16/04/69	11
West Side story – reissue	11/09/69	24/09/69	2
The Lion in Winter	19/03/70	29/04/70	6
Hello, Dolly!	02/07/70	23/09/70	12
Cromwell – not advertised in 70mm	24/09/70	18/11/70	8
The Last Valley	18/11/71	01/12/71	2
Lawrence of Arabia - reissue	02/12/71	15/12/71	2
Nicholas and Alexandra	16/12/71	22/03/72	14
The Poseidon Adventure – not advertised in 70mm	22/02/73	19/09/73	30
My Fair Lady - reissue	12/09/74	09/10/74	4
The Sound of Music plus Hello, Dolly! - reissue	05/12/74	12/12/74	1

**ACKNOWLEDGEMENTS** – Tabloid advertisements for *South Pacific* and *The Sound of Music* sourced from the Brisbane Courier Mail microfiche held at the New South Wales state library.

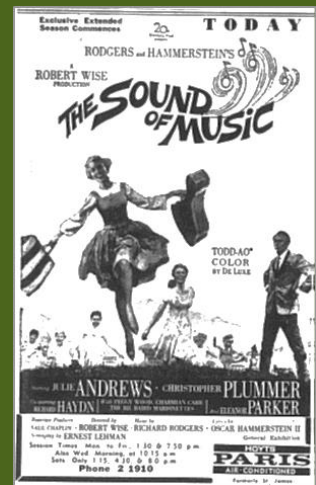


## ST JAMES BRISBANE WIDESCREEN TIMELINE

**PREMIERED 70MM  
SOUTH PACIFIC  
9th June 1960**



## THE SOUND OF MUSIC 29th July 1965



ST JAMES THEATRE  
176 Albert Street, Brisbane

OPENED  
14th January 1911  
as the, EMPIRE THEATRE

RENAMED  
HOYTS PARIS THEATRE  
29th July 1965