The **Mayfair**, Sydney was the first city theatre in Australia to be equipped for Todd-AO 70mm presentation. Starting out life as a boxing ring, the **National Amphitheatre** opened on the 26th December, 1906, with James Brennan as proprietor. In 1919, Sir Benjamin and John Fuller became sole directors of the National and renamed the venue **Fullers' New Theatre**. Films were programmed at times from the late 1920s. On 28th February, 1930 the theatre premiered its first sound presentation - *The Hollywood Revue* - as the newly christened **Roxy Theatre**. The Roxy was renamed the Mayfair Theatre on the 24th March, 1932 with the gala premiere of *Carnival*. The theatre was refurbished in 1935 and renamed the **New Mayfair De-Luxe** - presenting predominately British Dominion films. In 1936, the Mayfair was acquired by Snider and Dean Theatres Ltd. during the season of *Scrooge*. During WW2 Snider and Dean Theatres merged with Hoyts Theatres – at which time the Mayfair came under the banner of National Theatres Corporation. On the 19th December 1946, Hoyts Theatres became sole proprietor of the Mayfair during the season of *Without Reservations*. The theatre's first film to be screened in CinemaScope was *Woman's World* – which opened on the 9th December, 1954. The Mayfair closed Wednesday 10th December, 1958 for installation of DP70 projectors and a Westrex 6-Track Magnetic Stereophonic Sound System. It reopened with the premiere of *South Pacific* and the featurette, *The Miracle of Todd-AO* [30fps]. The premiere took place on the 24th December, 1958. Many 70mm films followed including: *West Side Story*, *Cleopatra*, and *The Sound of Music*. Hoyts vacated the Mayfair after the 16th February, 1977 evening session of *Notorious!* The Mayfair reopened four months later, albeit briefly, with the Lenny Bruce performance film, *Lenny*, a double bill of *Jimi* (Hendrix) *Plays Berkeley* and *Goodbye Cream*, *Pink Floyd: Live in Pompeii* and *Yessongs*. Then, the theatre closed again, before reverting to a legitimate theatre. This shift came with a season of *Godspell '78* and other live shows performances which included: *Shakespeare's Othello*, *Father's Day* and *Crown Matrimonial*. Despite efforts by Australian celebrities not to close the theatre, the Mayfair was demolished in 1980. A multi-storey office tower now occupies the site.

| 70MM OPENINGS | OPENED | CLOSED | WKS |
|---|---|---|---|
| South Pacific | 26/12/58 | 05/06/62 | 180 |
| The Miracle of Todd-AO | 26/12/58 | 05/06/62 | 180 |
| West Side Story | 07/06/62 | 18/09/63 | 67 |
| South Pacific – *reissue* | 14/11/63 | 04/12/63 | 3 |
| Cleopatra | 06/12/63 | 03/02/65 | 61 |
| The Sound of Music | 17/04/65 | 19/12/67 | 140 |
| Doctor Dolittle | 21/12/67 | 26/06/68 | 27 |
| Star! | 23/05/69 | 08/10/69 | 20 |
| Hello, Dolly! | 19/12/69 | 27/05/70 | 23 |
| Marooned | 28/05/70 | 08/07/70 | 6 |
| Patton | 09/07/70 | 19/08/70 | 6 |
| Cromwell | 20/08/70 | 23/12/70 | 18 |
| Song of Norway | 24/12/70 | 23/06/71 | 26 |
| Lawrence of Arabia – *reissue* | 08/07/71 | 29/09/71 | 12 |
| The Last Valley | 30/09/71 | 20/10/71 | 3 |
| It's a Mad, Mad, Mad, Mad World – *reissue* | 21/10/71 | 01/12/71 | 6 |
| The Sound of Music – *reissue* | 02/12/71 | 02/02/72 | 9 |
| The Cowboys | 20/07/72 | 13/09/72 | 8 |
| The Poem of Dances | 14/09/72 | 27/09/72 | 2 |
| The Bridge on the River Kwai – *First time Sydney in 70mm* | 11/10/73 | 31/10/73 | 3 |
| West Side Story – *reissue* | 15/11/73 | 28/11/73 | 2 |
| The Three Musketeers | 25/07/74 | 17/10/74 | 12 |
| The Sound of Music *plus* Hello, Dolly! – *reissue* | 14/11/74 | 18/12/74 | 5 |
| Ben-Hur – *reissue* | 13/03/75 | 26/03/75 | 2 |
| **The Poseidon Adventure** *plus* Butch Cassidy – *reissue* | 03/07/75 | 23/07/75 | 3 |
| Rollerball | 14/08/75 | 15/10/75 | 9 |
| Song of Norway – *reissue* | 04/03/76 | 10/03/76 | 1 |
| The Sound of Music – *reissue* | 20/01/77 | 02/02/77 | 2 |

**AUSTRALIA IN 70MM**

**HOYTS MAYFAIR, SYDNEY WIDESCREEN TIMELINE**

**CINEMASCOPE**

**WOMANS WORLD**
9th December 1954



**PREMIERED 70MM**

**SOUTH PACIFIC**
*Plus Featurette*
**THE MIRACLE OF TODD-AO**
24th December 1958





MAYFAIR THEATRE
75 Castlereagh St, Sydney

OPENED
26th December 1906
as the, National Amphitheatre