



Hoyts **Century Theatre** was located at 586 George Street, Sydney. The Century stood on the site of the original **Crystal Palace Theatre**, which opened on the 24th June, 1912. The Crystal Palace closed during the Great Depression. A new cinema and offices were subsequently built within the shell of the Crystal Palace theatre; the complex reopening as the Hoyts Century theatre and Crystal Palace Arcade on the 26th January, 1938 with the film, *The Life of Emile Zola*. [1938 was the Sesquicentenary of Australia (150 years) thus inspiring the name, Century]. Until its closure in 1977, the Century focused on romantic comedies for exhibitor, Hoyts Theatres. The theatres first CinemaScope presentation was *Prince of Players* on the 9th June, 1955, which was followed by *A Man Called Peter* on the 7th July, 1955 – which lasted a staggering, 26-weeks (including a simultaneous opening at five of its suburban theatres). After an amazing 83-week season of *Irma La Douce*, which ran from on the 12th December, 1963 to the 14th July, 1965, the Century closed and was refurbished throughout and equipped with 70mm Victoria 8 projectors for the premiere of *My Fair Lady* on the 28th July, 1965. In spite of a slightly reduced seating capacity – down from 920 to 865 – the film went on to chalk up a 96-week run before closing on the 31st May 1967. The season of *My Fair Lady* was followed by *The Bible ... in the Beginning* - which was presented in 70mm, but not in its intended Dimension-150 format. Prior to the release of *The Bible*, Hoyts had considered installing D150 in its Embassy Theatre; thereby adding another 70mm equipped screen to its circuit of city cinemas. This was abandoned and, later, plans were drafted for D150 to be installed in the Plaza. This proposal was also abandoned and *The Bible* (and *Patton*) were presented in conventional 70mm and employing Todd-AO lenses at the Century and Mayfair theatres respectively. *The Bible* ran for 22 weeks and this was followed by *Camelot* on the 21st December, 1967, which ran for 44 weeks in 70mm. Other successful films to be presented in 70mm included *Finian's Rainbow*, *The Lion in Winter* and *Young Winston*. The other noteworthy (35mm) presentation at the Century was *Fiddler on the Roof*, which opened on the 16th December, 1971 for a 48-week season. Prior to the Century's closure in 1977, the theatre presented a double-bill of *The Sound of Music* and *My Fair Lady* as a fitting tribute to the 70mm presentation.

70MM OPENINGS	OPENED	CLOSED	WKS
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 - <i>reissue</i>	21/04/77	25/05/77	5
My Fair Lady <i>plus</i> The Sound of Music - <i>reissue</i>	04/08/77	11/08/77	1
My Fair Lady - <i>reissue</i>	12/08/77	24/08/77	2

**ACKNOWLEDGEMENTS** – Tabloid advertisements for *Prince of Players*, *Irma La Douce* and *My Fair Lady* sourced from Sydney tabloid microfiche held at the New South Wales state library.



## CENTURY SYDNEY

### PRINCE OF PLAYERS

9th June 1955



## MY FAIR LADY

28th July 1965



CENTURY SYDNEY  
586 George Street, Sydney

OPENED  
24th June 1912  
as the, Crystal Palace Theatre