

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
WEEK ONE												
												It's a Mad, Mad, Mad, Mad World 3 rd December 1964 Plaza Sydney
												
WEEK TWO												
WEEK THREE												
WEEK FOUR												

The Fall of the Roman Empire

10th July 1964
Forum Sydney



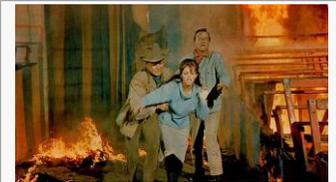
My Fair Lady

9th December 1964
My Fair Lady theatre Melbourne



Circus World

18th December 1964
Forum Melbourne



The Long Ships

26th December 1964
Barclay Sydney



1964

The Fall of the Roman Empire
 It's a Mad, Mad, Mad, Mad World
 My Fair Lady
 Circus World
 The Long Ships



Soundtrack
 Dimitri Tiomkin

Friday, July 10th - Australian Premiere of...
THE FALL OF THE ROMAN EMPIRE!
 FORUM CINEMA-mail NOW for preferential bookings

The Roman Armies set out to face the Barbarians in a savage struggle for survival
 A breath-taking dual-by-character fought to decide the Ruler of the Empire
 For two hundred years they battled enemies, all finally Roman fight Remand
 Two men - big justice - and a battle to the death to become the new Caesar

SAMUEL BRONSTON presents
SOPHIA LOREN
STEPHEN BOYD/ALEC GUINNESS
JAMES MASON/CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE

PERSONAL BOOKINGS - OPEN MONDAY WEEK, JUNE 29th. at David Jones, the Bond Australia, the State Bookings Bureau 140 Market Street and at the Forum Cinema 140 George Street, 6022. Matinee Agents. (Excludes bookings from Monday, June 29th, at the Forum, 6022). For Group Party bookings (maximum of 25 persons) contact NOW, Miss Jackson, 24-1475. For immediate preferential bookings, see coupon below.

FOR MAIL BOOKINGS. Please send me _____ tickets at _____ each, total £ _____

Form: Day Night Civic/Group

Date: _____ Mat. Eve.

Alternative date: _____

Name: _____

Address: _____

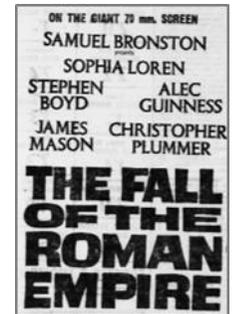
Forum Cinema - 140 George Street, Sydney. Tel: 66-1111. Bookings accepted until 10 days before the film.

WEEKDAYS: Matinee 11/6 12/6 13/6
 Evening 17/6 18/6 19/6
 SATURDAYS & HOLIDAYS: Matinee and Intermission 9/6 10/6 11/6
 Evening 12/6 13/6 14/6
 Children half price to 10 days before the film.

FRIDAY, JULY 10th
 The opening night - matinee at 1.30 and 7.45 p.m. This matinee is a "premiere" and 12.00 p.m. and 7.45 p.m. are the opening programmes. The Forum is unreserved for every seat.

FORUM CINEMA

THE FALL OF THE ROMAN EMPIRE was shot in Ultra Panavision. The Australian premiere season opened at the Forum Sydney on the 10th July 1964. There were two 70mm prints of **THE FALL OF THE ROMAN EMPIRE** in circulation in Australia. All key city 70mm tabloid advertisements had 70mm written left on the bi-line ULTRA PANAVISION: TECHNICOLOR. It remains unsure if the Royal Lithgow presentation was in 70mm as the tabloid advertising promoted the season as ON THE GIANT 70mm SCREEN. If the presentation was in 70mm, *Print 2* would be used after the Wests Adelaide presentation.



Reading through the release dates [bottom page], there were two print moves for *Print 1* and *Print 2*. The Canberra, Lithgow and Hobart seasons were presented in 35mm.

Print 1	Forum Sydney > Chelsea Melbourne > Royal Perth
Print 2	Wests Adelaide > George Brisbane > Royal Newcastle

It is worth noting, the release of *The Fall of the Roman Empire* was a milestone event for Brisbane with the opening of the cities second 70mm equipped cinema. The George, opened with a Gala Premiere Evening on the 15th September 1965.

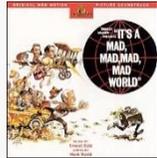


YEAR	FILMS
1958	1
1959	1
1960	3
1961	3
1962	4
1963	6
1964	5
1965	6
1966	9
1967	12
1968	11
1969	15
1970	12
1971	11
1972	5
1973	7
1974	4

PRINT 1	35MM	PRINT 2	PRINT 1	35MM	PRINT 2	PRINT 2	35MM	PRINT 1	TBC	PLEASE NOTE – The Fall of the Roman Empire was not screened in Parramatta, the 35mm suburban release in Sydney was on the 1 st October 1965 at the Kings Ashfield, Odeon Campsie, Kings Chatswood, Odeon Cronulla, Vogue Double Bay, Odeon Eastwood, Odeon Manly, Kings Mosman and Odeon Randwick.
10/07/64	05/02/65	19/03/65	11/06/65	26/08/65	16/09/65	03/02/66	03/03/66	11/08/66		
03/06/65	11/02/65	12/08/65	25/11/65	01/09/65	08/12/65	16/03/66	16/03/66	21/10/66		
47	1	21	24	1	12	6	2	10		
Forum	Capitol	Wests	Chelsea	Royal	George	Royal	Odeon	Royal		
Sydney	Canberra	Adelaide	Melbourne	Lithgow	Brisbane	Newcastle	Hobart	Perth		

1964

The Fall of the Roman Empire
 It's a Mad, Mad, Mad, Mad World
 My Fair Lady
 Circus World
 The Long Ships



Soundtrack
 Ernest Gold

YEAR	FILMS
1958	1
1959	1
1960	3
1961	3
1962	4
1963	6
1964	5
1965	6
1966	9
1967	12
1968	11
1969	15
1970	12
1971	11
1972	5
1973	7
1974	4



IT'S A MAD, MAD, MAD, MAD WORLD was shot in Ultra Panavision. The Australian premiere season opened at the Plaza Sydney on 3rd December 1964. There were three 70mm prints of **MAD WORLD** in circulation in Australia.



Referring to the print table [bottom page], the Royal Lithgow was the first 70mm season after Sydney and Melbourne. It is also apparent; a third print was in circulation for George Brisbane followed by the Forum Adelaide opening on Saturday 4th March 1967. We can also confirm from the Royal Newcastle and Paris Perth projectionists, the 'rectified' prints were used at their theatres. Here we are predicting Print 1 Sydney was moved to Lithgow and Newcastle and Print 2 from Melbourne sent to Perth.

Tabled below are the reissue dates for the capital cities in Australia. The [*] Sydney Plaza season on the 20th October 1975 was presented in single lens Cinerama.

CITY	THEATRE	OPENED	CLOSED	WKS
Brisbane	Town	29/01/70	11/02/70	2
Brisbane	Town	02/09/71	22/09/71	3
Melbourne	Cinema Centre	16/09/71	10/11/71	8
Adelaide	New Paris	30/09/71	13/10/71	2
Sydney	Mayfair	22/10/71	02/12/71	6
Newcastle	Royal	18/11/71	08/12/71	3
Parramatta	Astra	27/01/72	16/02/72	3
Canberra	Sundown	19/04/73	25/04/73	1
Sydney [*]	Plaza	20/02/75	12/03/75	2
Hobart		TBC		
Perth		TBC		

PRINT 1	PRINT 2	PRINT 1	PRINT 3	PRINT 1	35MM	35MM	PRINT 2	35MM	PRINT 3	PLEASE NOTE – It's a Mad, Mad, Mad, Mad World 35mm suburban release in Sydney was 26 th May 1966 at Hoyts Star Bondi Junction, Palatial Burwood, Chatswood, Savoy Hurstville, Manly and Roxy Parramatta which was moved to the Astra Parramatta on 2 nd June 1966.
03/12/64	03/06/65	07/04/66	29/04/66	12/05/66	13/05/66	02/06/66	22/12/66	22/12/66	04/03/67	
05/04/66	27/07/66	13/04/66	11/08/66	31/08/66	19/05/66	08/06/66	08/03/67	25/01/67	26/05/67	
70	60	1	15	16	1	1	11	5	12	
Plaza [*]	Plaza [*]	Royal	George	Royal	Capitol	Astra	Paris	Prince Wales	Forum	
Sydney	Melbourne	Lithgow	Brisbane	Newcastle	Canberra	Parramatta	Perth	Hobart	Adelaide	

1964

The Fall of the Roman Empire

It's a Mad, Mad, Mad, Mad World

My Fair Lady

Circus World

The Long Ships



Soundtrack

Alan Jay Lerner

Frederick Loewe



MY FAIR LADY was filmed in Super Panavision 70. The Australian Premiere season was at the My Fair Lady theatre in Melbourne on the 9th December 1964. **MY FAIR LADY** was the first 70mm opening in Australia which was presented at six of the seven capital city centres. The Canberra 70mm release occurred during the films 1967 reissue campaign. Three theatres for the release of **MY FAIR LADY** were *new builds* and five theatres were *refurbished* for the 70mm presentation. These theatres have been identified [bottom page] in **RED** font for new build and **BLUE** font for refurbishment.

We have also added this table on the notable reissues of **MY FAIR LADY** for 1967, 1970 and 1974. As Hobart had no reissue of the film during this time, we assume the print was returned to Sydney.

Print 1	<i>My Fair Lady Melbourne</i>
Print 2	<i>Royal Perth</i>
Print 3	<i>Century Sydney > Astra Parramatta > Regent Wollongong > Kensington Newcastle</i>
Print 4	<i>Her Majesty's Brisbane</i>
Print 5	<i>Avalon Hobart > Royal Lithgow > Capitol Canberra</i>
Print 6	<i>My Fair Lady Adelaide</i>

CITY	THEATRE	OPENED	CLOSED	WKS
Brisbane	Her Majesty's	26/06/67	08/07/67	2
Adelaide	Fair Lady	26/06/67	08/07/67	2
Melbourne	Palladium	16/02/70	26/03/70	5
Perth	Piccadilly	12/11/70	03/12/70	3
Newcastle	Kensington	20/05/71	02/06/71	2
Brisbane	Paris	12/09/74	09/10/74	4
Sydney	Paris	19/09/74	23/10/74	5
Melbourne	Cinema Centre	03/10/74	30/10/74	4
Brisbane	Village Twin	10/10/74	23/10/74	2
Adelaide	Regent 2	17/10/74	30/10/74	2
Parramatta	Astra	21/11/74	27/11/74	1

YEAR	FILMS
1958	1
1959	1
1960	3
1961	3
1962	4
1963	6
1964	5
1965	6
1966	9
1967	12
1968	11
1969	15
1970	12
1971	11
1972	5
1973	7
1974	4

PRINT 1	PRINT 2	PRINT 3	PRINT 4	PRINT 5	PRINT 6	PRINT 3	PRINT 5	PRINT 5	PRINT 3	PRINT 3
09/12/64	22/04/65	29/07/65	02/12/65	03/03/66	10/03/66	08/06/67	13/07/67	29/09/67	01/10/67	21/05/70
14/09/66	10/08/66	01/06/67	13/07/66	03/08/66	12/10/66	26/07/67	19/07/67	30/11/67	13/12/67	28/10/70
92	68	96	32	22	31	7	1	9	11	23
My Fair Lady	Royal	Century	Her Majesty's	Avalon	My Fair Lady	Astra	Royal	Capitol	Regent	Kensington
Melbourne	Perth	Sydney	Brisbane	Hobart	Adelaide	Parramatta	Lithgow	Canberra	Wollongong	Newcastle



1964

The Fall of the Roman Empire
 It's a Mad, Mad, Mad, Mad World
 My Fair Lady
 Circus World
 The Long Ships



Soundtrack
 Dimitri Tiomkin



CIRCUS WORLD was shot in 35mm 8-perf Technirama and optically enlarged to Super Technirama 70. The Australian Premiere season was in 35mm at the Forum Melbourne on the 18th December 1964. The first 70mm presentation was at the Forum Sydney on the 4th June 1965. There was one 70mm print of **CIRCUS WORLD** in circulation in Australia.

YOU'VE NEVER SEEN THE CIRCUS... until you see it on the GIANT 70 mm. SCREEN—IN COLOUR! Samuel Bronston, who gave you "El Cid," "55 Days at Peking" and "The Fall of the Roman Empire" now presents a whole new world of unimagined EXCITEMENT!

FORUM: FRI.: "CIRCUS WORLD"
 Starring John WAYNE, Claudia CARDINALE, Rita HAY-WORTH with Lloyd Nolan, Richard Conte, John Smith and a cast of world-famous circus performers in 70 mm. Super Technirama and Technicolor. For General Exhibition, DAILY at 1.45 and 8 p.m., plus 4.50 p.m. Sats. and Public Holidays only. PLANS NOW OPEN at State Booking Bureau, D.J.'s or Forum (749 George St. 61-4981).
 ENDS TONIGHT: "THE FALL OF THE ROMAN EMPIRE" at 1.30. 7.45. (G.)

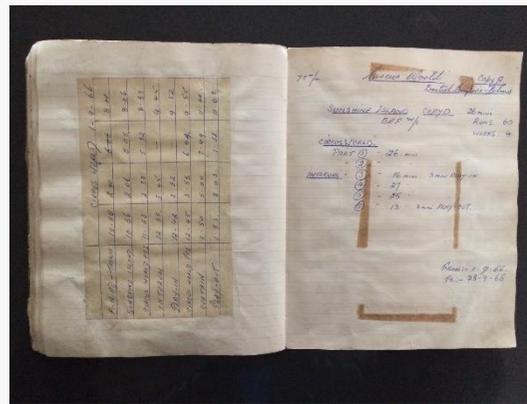
Reading through the release dates [bottom page], there were four print moves for *Print 1* with the Forum Sydney the longest season. [Note the 70mm on the Royal Lithgow advert]

The Melbourne, Hobart, Perth, Canberra and Parramatta seasons were presented in 35mm.

Print 1 Forum Sydney > Royal Lithgow > Wests Adelaide > George Brisbane > Royal Newcastle

Circus World premiered in single lens Cinerama at the Capri Dallas Texas on the 24th June 1964 and under the title of **The Magnificent Showman** at the Coliseum London on the 16th July 1964. At the time of the film's release in Australia [18th December 1964], the two theatres equipped for Cinerama in Australia, the Hoyts Plaza Melbourne and Hoyts Plaza Sydney were presenting respectively, **The Wonderful World of the Brothers Grimm** in three strip Cinerama and **It's a Mad, Mad, Mad, Mad World** in single lens Cinerama.

YEAR	FILMS
1958	1
1959	1
1960	3
1961	3
1962	4
1963	6
1964	5
1965	6
1966	9
1967	12
1968	11
1969	15
1970	12
1971	11
1972	5
1973	7
1974	4



Courtesy of the projectionists at the Hoyts Royal Newcastle with their presentation of **Circus World** as copy A which had previously screened at the Greater Union Forum cinema.

35MM	PRINT 1	PRINT 1	PRINT 1	35MM	PRINT 1	35MM	35MM	35MM	PRINT 1	PLEASE NOTE—Circus World 35mm suburban release in Sydney was on the 14 th January 1966 at the Kings Ashfield, Odeon Campsie, Kings Chatswood, Odeon Cronulla, Vogue Double Bay, Odeon Eastwood, Odeon Manly, Kings Mosman and Odeon Randwick.
18/12/64	04/06/65	30/09/65	03/12/65	23/12/65	04/03/66	TBC	24/06/66	14/07/66	01/09/66	
18/03/65	15/09/65	06/10/65	25/01/66	05/01/66	28/04/66		30/06/66	20/07/66	28/09/66	
	13	15	1	8	2		1	1	4	
	Forum	Forum	Royal	Wests	Odeon	George	Grand	Capitol	Astra	Royal
	Melbourne	Sydney	Lithgow	Adelaide	Hobart	Brisbane	Perth	Canberra	Parramatta	Newcastle

1964

The Fall of the Roman Empire
It's a Mad, Mad, Mad, Mad World
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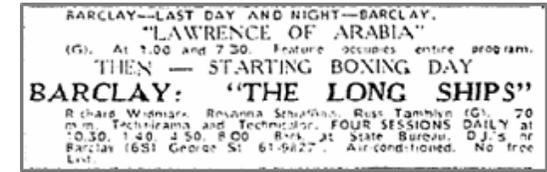


Soundtrack
Dusan Radic



Courtesy of the projectionists at the Hoyts Royal Newcastle with their presentation of *The Long Ships* as copy A which had previously screened at the Greater Union Barclay Sydney.

THE LONG SHIPS was shot in 35mm 8-perf Technirama and optically enlarged to Super Technirama 70. The Australian Premiere season was at the Barclay Sydney on the 26th December 1964. There was one 70mm print of **THE LONG SHIPS** in circulation in Australia.



Reading through the release dates [bottom page], there were two print moves for *Print 1* with the Windsor Perth the longest season in Australia.

The Brisbane, Canberra, Melbourne, Parramatta, Adelaide and Hobart seasons were presented in 35mm.

Print 1	Barclay Sydney > Royal Newcastle > Windsor Perth
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It's interesting to note, **THE LONG SHIPS** was the first 70mm release in Australia since the opening of *South Pacific* which had a supporting program of featurettes with its 126-minute running time presented after the intermission.



For the 35mm general release of **THE LONG SHIPS**, the film *Delayed Flight* starring Neal Arden was the supporting programme.

YEAR	FILMS
1958	1
1959	1
1960	3
1961	3
1962	4
1963	6
1964	5
1965	6
1966	9
1967	12
1968	11
1969	15
1970	12
1971	11
1972	5
1973	7
1974	4

PRINT 1	PRINT 1	35MM	35MM	PRINT 1	35MM	35MM	35MM	35MM	TBC	PLEASE NOTE – The Long Ships 35mm suburban release in Sydney was limited first appearing at the Astra Parramatta followed by Civic Hurstville. December 1965 saw the film also play Drive-In circuit at three simultaneous Skyline venues, Blacktown, Bass Hill and North Ryde.
26/12/64	15/04/65	15/04/65	28/05/65	01/07/65	30/07/65	05/08/65	13/08/65	06/01/66		
11/03/65	02/06/65	19/05/65	31/05/65	22/09/65	30/09/65	11/08/65	09/09/65	19/01/66		
11	7	5	1	12	9	1	4	2		
Barclay Sydney	Royal Newcastle	Tivoli Brisbane	Capitol Canberra	Windsor Perth	Forum Melbourne	Astra Parramatta	State Adelaide	Odeon Hobart		