

Souvenir Programme

70MM

First Choice
ODEON

and

20TH ANNIVERSARY

Celebration

ODEON, MARBLE ARCH

SUNDAY, 3rd MAY 1987

To mark the occasion of the 20th anniversary of the opening of the Odeon Theatre, Marble Arch, a special celebration showing of extracts from a variety of 70mm films.

ALL PROCEEDS DONATED TO THE MUSEUM OF THE MOVING IMAGE

PROGRAMME

This morning's programme consists exclusively of extracts of films photographed in 70mm. More recent 70mm 'blow-ups' of 35mm films have been excluded. Many of the extracts presented this morning are from films no longer commercially available in 70mm, and due to the difficulty involved in securing these rare sequences it was not possible to print a list of the films we are presenting.

Below are contemporary advertisements for some of the films we are presenting this morning.

Other extracts we expect to show this morning include *The Miracle of TODD-AO* presented at 30 frames per second, *Spartacus* and *The Bible*.

SAMUEL BRONSTON PRESENTS
SOPHIA LOREN
STEPHEN BOYD • ALEC GUINNESS
JAMES MASON • CHRISTOPHER PLUMMER



THE FALL OF THE ROMAN EMPIRE

Photographed in ULTRA-PANAVISION a color by TECHNICOLOR.
JOHN IRELAND • MEL FERRER • OMAR SHARIF
AND ANTHONY QUAYLE Directed by ANTHONY MANN Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN • BASILIO FRANCHINA • PHILIP YORDAN
Production Designers COLASANTI and MOORE Executive Associate Producer MICHAEL WASZYNSKI Produced by SAMUEL BRONSTON

20TH CENTURY-FOX PRESENTS
A ROBERT WISE FILM
JULIE ANDREWS
As the
STAR!
RICHARD CRENNIA
MICHAEL CRAIG
and DANIEL MASSEY
With BRUCE FORSYTH-BERYL REID

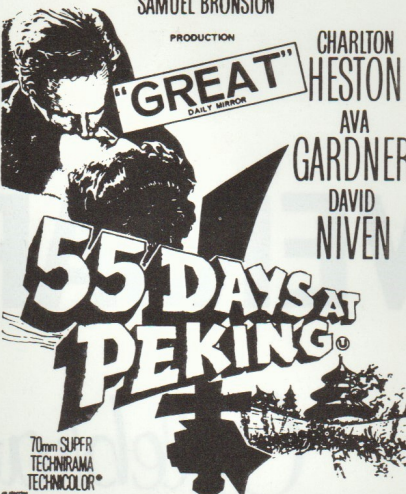


Produced by SAUL CHAPLIN Directed by ROBERT WISE Written by WILLIAM FAIRCHILD
Dances and musical numbers staged by MICHAEL KIDD Production designed by BORIS LEVEN Costumes designed by DONALD BROOKS
Produced in TODD-AO® COLOUR BY DE LUXE

20th CENTURY-FOX

A totally wonderful musical entertainment!

SAMUEL BRONSTON PRODUCTION
"GREAT" DAILY MIRROR
CHARLTON HESTON
AVA GARDNER
DAVID NIVEN



55 DAYS AT PEKING

70mm SUPER TECHNICOLOR
CAST: ROSSON, IRELAND, ANDREWS, GEMM, HELPMANN, KASZMAR, LUKAS, SELLARS, SERNAS, THOR, VERBERG, COLASANTI, JOHN MOORE, Music by DIMITRI TIOMKIN
Produced by PHILIP YORDAN Directed by BERNARD GORDON Screenplay by NICHOLAS RAY Produced by SAMUEL BRONSTON

SAMUEL BRONSTON presents
CHARLTON HESTON and SOPHIA LOREN
EL CID



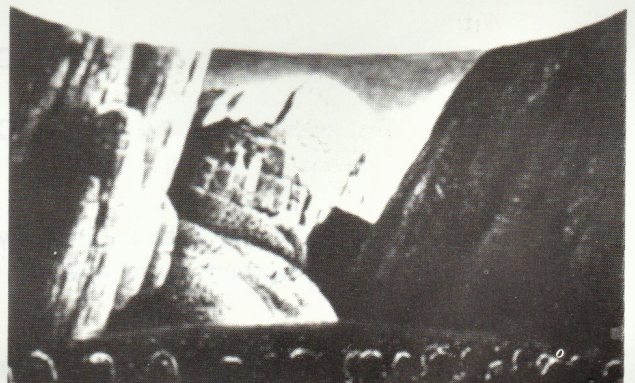
Also Starring RAP VALLONE and GENEVIEVE PAGE
Co-Starring JOHN FRASER, GARY RAYMOND, HURD HATTFIELD, MASSIMO SERATO
and HERBERT LOM Music by PHILIP YORDAN
and FREDERIC M. FRANK Directed by ANTHONY MANN
A Samuel Bronston Production in association with Over Film Productions

ACKNOWLEDGEMENTS

I wish to thank the following for their assistance with this morning's charity performance.

Amber Valley Typesetting Services, Charles Beddow, Roger Bennett, The Cinema Theatre Association, Columbia Pictures, Dion Hanson of Dolby Labs., David Jones, Mercia Cinema Society, The National Film Archive, Rank Theatres, Rank Film Distributors and Twentieth Century Fox.

M.A.F. Webb, Manager



The original Odeon, formerly the Regal



MARBLE ARCH ODEON

The present theatre was built on the site of the former Regal/Odeon, Marble Arch. The Regal opened to the public on 25th November 1928. Prior to this there had been an official opening attended by Prince Arthur of Connaught. Guests at the opening ceremony were served by glasses of champagne in their seats by 'nippies' from a nearby Lyon's Corner House. The opening film was an Al Jolson 'talkie', *The Singing Fool*.

The Regal had a semi-atmospheric auditorium with a Roman theme and seated 2,400. It had a fully-equipped stage, an orchestra lift, a restaurant, an organ and three entrances. The Regal was built by A.E. Abrahams who was also responsible for the Regals in Grays, Edmonton, West Norwood and Uxbridge, plus the State, Grays. The Regal's architect was Clifford Aish who designed such cinemas as the Regal, Edmonton, the Dominion, Walthamstow and the Coronation, Manor Park.

The Regal was controlled by ABC from September 1929 until January 1945, when it was purchased by the Odeon group, who closed the cinema, and reopened it as the Odeon on 9th September 1945 with *A Bell For Adano*. Numerous famous films were premiered at the Odeon including *Oliver Twist*, *The Lavender Hill Mob*, *Caesar & Cleopatra* and lesser-known films such as *Carthage In Flames* and *The Brides of Dracula*. On 17th November 1949 the King and Queen attended the Royal Film Performance, *The Forsyte Saga* at the Odeon. The film was supported by a stage show entitled, *Cinderella Meets The Stars*, starring George Murphy, Margaret Lockwood, Gregory Peck, Anna Neagle, Walter Pidgeon, Rossalind Russell, Sir Ralph Richardson, Jean Simmons, Richard Todd, Ann Sothorn, David Tomlinson, Googie Withers, Jack Warner, and Michael Wilding. The compere was Ben Lyon.

On 22nd March 1964 the outdated Odeon closed with *The Long Ships* starring Richard Widmark and Sidney Poitier. It was subsequently demolished and replaced with the present theatre. The new Odeon seats 1,360 and was designed by T.P. Bennett & Sons who also designed the Odeons in Haverstock Hill and Highgate. The Odeon opened on 2nd February 1967 with the premiere of *A Funny Thing Happened On The Way To The Forum*. Several major films have been premiered here including *Sleuth*, *Hello Dolly*, *Doctor Dolittle*, *The Professionals*, *Far From The Madding Crowd* and *Finians Rainbow*. The Odeon has changed very little since it opened, it still has the largest commercial screen in the country, and now has optical and 6-track magnetic Dolby Stereo.

Plans for the future include a 70mm season, and in 1988 a double anniversary show to celebrate the 60th anniversary of the opening of the Regal and the Odeon's 21st birthday.

IN THE SWEEPING WONDER OF

70mm SUPER TECHNIRAMA®

"SUPER TECHNIRAMA 70" is a revolutionary concept... developed after years of extensive research. Because of far better resolution, exclusive with SUPER TECHNIRAMA 70, the integrated system achieves in sight and sound what no other process has been able to capture. Because of this superior definition, depth and dimension in the picture, SUPER TECHNIRAMA 70 has achieved with brilliance... All That The Eye Can See... All That The Ear Can Hear... All That The Human Senses Can Possibly Perceive In The Motion Picture Medium! It is only fitting that a spectacle of such immense proportion as "SOLOMON AND SHEBA" should be lived in SUPER TECHNIRAMA 70.

COMPARE!



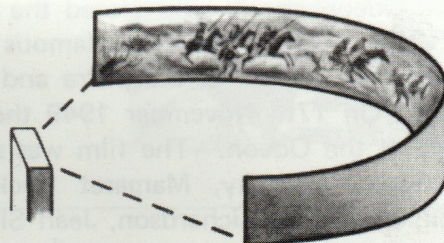
(35mm)

This is an ordinary 35mm Frame... used for standard productions.



(70mm)

This is the new 70mm frame-part of the fully-integrated Super Technirama 70 system... whose expanded field of vision and resolution permits truer fidelity than any other process in use today.



WRAP AROUND SCREEN

Therefore Super Technirama 70 means super-dimensionalized projection on a living screen... a wider, deeper and more detailed picture than heretofore attainable.