

## BETTER HERITAGE INFORMATION SUMMARY OF STATE HERITAGE PLACE

---

### COMMENTARY ON THE LISTING

Description and notes with respect to a place entered in the South Australian Heritage Register in accordance with either the *South Australian Heritage Act 1978* or the *Heritage Places Act 1993*.

The information contained in this document is provided in accordance with s14 (6) and s21 of the *Heritage Places Act 1993*.

---

**NAME:** Former Regent Theatre (facade)

**PLACE NO.:** 13373

**KNOWN AS:** Former Regent Theatre (facade)

**ADDRESS:** Karna Country  
101-109 Rundle Mall  
Adelaide 5000  
CT 6186/296 D91574 A547, CT 6186/297 D91574 A548  
Hundred of Adelaide

### CONFIRMED IN THE SOUTH AUSTRALIAN HERITAGE REGISTER:

11 September 1986

### STATEMENT OF HERITAGE SIGNIFICANCE

The former Regent Theatre (facade), built in 1928, was the last purpose-built picture theatre constructed in Adelaide during the silent film era (c.1907-1929) and demonstrates the evolution of motion pictures as a new form of mass entertainment in the twentieth century. At the time of its completion, the Adelaide Regent Theatre represented the pinnacle of aesthetic and technological development in South Australian picture theatre architecture.

**RELEVANT/INDICATIVE CRITERIA (under section 16 of the Heritage Places Act 1993)**

***(a) it demonstrates important aspects of the evolution or pattern of the State's history***

The former Regent Theatre (facade) demonstrates historic themes associated with developing social and cultural life, in particular the participation of South Australians in leisure and recreation.

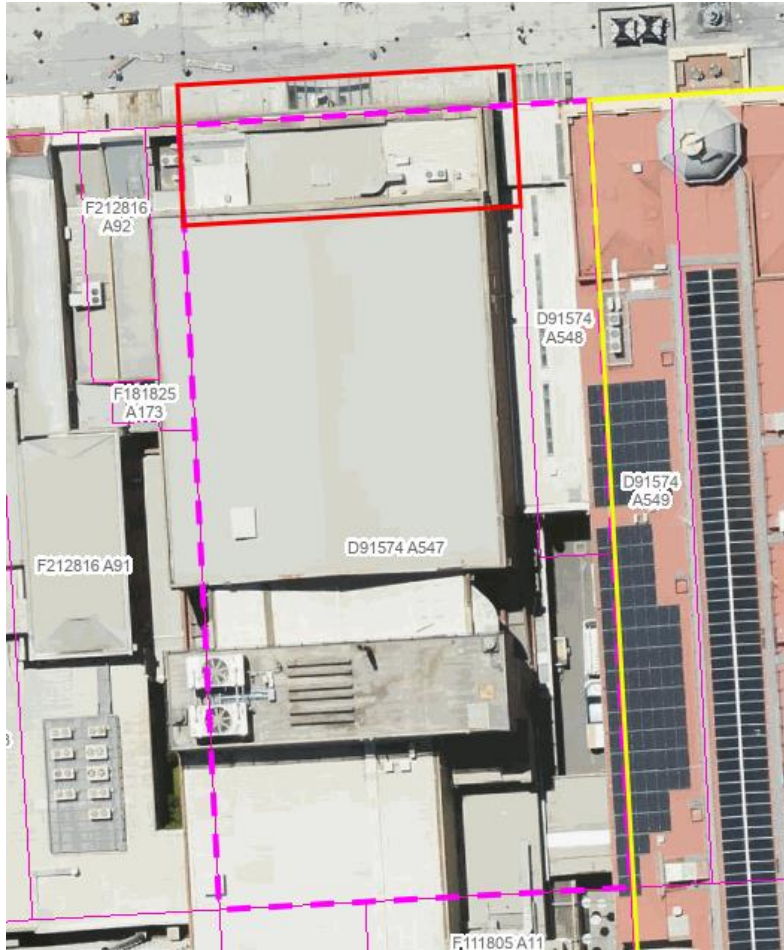
In South Australia, cinema emerged as a dominant form of mass entertainment from around 1907. Cinema-going boomed during the 1920s, and by the end of the decade most communities in South Australia possessed a venue for screening motion pictures, ranging from large, purpose-built picture theatres and town halls in urbanised centres to small rural halls retrofitted with projection facilities. As well as providing a popular leisure activity, 'Going to the pictures' was a regular social occasion and played an important role in building community.

Built in 1928, the Adelaide Regent Theatre was the last major purpose-built silent picture theatre opened in Adelaide prior to the Depression of the early 1930s, and the largest ever built in South Australia, seating 2,296. At the time of its completion the Adelaide Regent Theatre represented the pinnacle of aesthetic and technological development in South Australian picture theatre architecture.

# SITE PLAN

Former Regent Theatre (facade)  
101-109 Rundle Mall, Adelaide




PLACE NO.: 13373



Aerial view of former Regent Theatre (facade).

N ↑

## LEGEND

-  Existing State Heritage Place(s)
-  Outline of Elements of Significance for State Heritage Place
-  Parcel boundaries (Indicates extent of Listing)

## Physical Description

The State Heritage Place comprises the facade, sky sign and awning structure of the former Regent Theatre, originally a three-storey brick, steel and reinforced concrete picture theatre, now converted to a retail arcade downstairs and retail space upstairs.

External features of the former Regent Theatre (facade) include:

- symmetrical, rendered facade with pressed cement decoration, returned at both ends along eastern and western elevations,
- ashlar detailing,
- seven window openings at first floor level, comprising five arched openings, flanked by two rectangular openings at either end,
- steel, clear-glazed window frames to all window openings,
- coffered reveals and pressed cement balustrades to arched window openings,
- corbelled balconettes with urn motif spandrels to rectangular window openings, with pediments on corbels above,
- parapet with bases for urns (removed) and squared, stepped and chamfered pediment flanked by consoles, with lettering 'The Regent' in pressed cement relief,
- cornice below pediment, with small dentils,
- five spandrels below cornice, featuring reticulated scroll motif, flanked by spandrels featuring stylised mask motif at each end,
- frieze below cornice and spandrels, featuring egg-and-dart and meander or key motifs,
- four stylised torches in pressed cement, cantilevered from facade between arched window openings,
- steel-framed, enamelled sheet steel-clad vertical sky sign with neon lettering, bolted to facade,
- rivetted steel awning stayed to facade (concealed by non-original fascia),
- red brick auditorium gable wall behind parapet.

## Elements of Significance:

Elements of heritage significance include (but are not necessarily limited to):

- Northern facade and eastern return, including natural rendered finish (period of significance is 1928-1967)
- Pressed cement decoration,
- Steel-framed windows,
- Enamelled steel sky sign,
- Steel awning structure and stays,
- Brick northern auditorium gable wall.

Elements not considered to contribute to significance of place include (but are not necessarily limited to):

- Building interior,
- Shopfronts,
- Awning fascia.

## **History of the Place**

### **Interwar picture theatres**

During the interwar period (1914 – 1945), cinemas were usually described as theatres or picture houses. The term 'cinema' was not commonly used before the 1960s. Motion pictures were first screened in South Australia from 1897 but cinema did not emerge as a dominant form of mass entertainment in South Australia until after 1907. Cinema-going boomed during the 1920s and by the end of the decade most communities in South Australia possessed a venue for screening motion pictures, ranging from large, purpose-built picture theatres in urbanised centres to small rural halls retrofitted with projection facilities.<sup>1</sup>

'Going to the pictures' was a popular weekly outing for many South Australian families, and in 1938 alone, the equivalent of 'every man, woman and child' attended the pictures fifteen times.<sup>2</sup> As a regular social occasion, the subject of films shown was 'immaterial' and many families had permanent bookings in preferred seats.<sup>3</sup> The manager of the theatre typically appeared to greet patrons downstairs 'in a dinner jacket,' in some cases disappearing upstairs at showtime to start the projectors rolling.

A typical theatre programme always began with 'God Save the King' followed by a newsreel, a serial or cartoon and a feature. Intermission offered an opportunity to socialise in a foyer or lounge, visit the soda fountain or dash across the street to a confectioner (with police on duty outside suburban theatres to prevent this practice). Many suburban theatres were built near public transport routes,<sup>4</sup> and the length of the programme was often timed to end shortly before the departure of the last train or tram.

Prior to 1929 motion pictures screened in South Australia did not typically have a synchronised soundtrack, however, most were accompanied by live music, and it was not unusual for suburban theatres to employ their own small orchestras. 'Talkies,' motion pictures with a synchronised soundtrack, arrived in early 1929 and rapidly displaced silent cinema. The expense of wiring for sound combined with the Depression<sup>5</sup> meant that no new, purpose-built theatres for screening talkies were built in South Australia prior to economic recovery in the mid-1930s.

Prior to 1929 motion pictures screened in South Australia did not typically have a synchronised soundtrack, however, most were accompanied by live music, and it was not unusual for suburban theatres to employ their own small orchestras. 'Talkies,' motion pictures with a synchronised soundtrack, arrived in early 1929 and rapidly displaced silent cinema. The expense of wiring for sound combined with the Depression<sup>6</sup> meant that no new, purpose-built theatres for screening talkies were built in South Australia prior to economic recovery in the mid-1930s.

Adelaide's first permanent picture theatre was West's Olympia on Hindley Street, built inside the shell of the former Olympia Ice Skating Rink for New Zealand entrepreneur T. J. West and opened in December 1908.<sup>7</sup> After c.1912 most city picture theatres were built along Hindley and Rundle Streets (including what is now Rundle Mall). In South Australia, the silent film era culminated with the construction of the Adelaide Regent Theatre for Melbourne-based Hoyts Theatres Limited.<sup>8</sup>

The appearance of drive-in theatres in South Australia from 1954, which offered a more informal cinema-going experience and resulted from the popularisation of motor vehicles during the post-war boom, eroded attendance at traditional picture theatres.<sup>9</sup> Later, following the introduction of television in South Australia in September 1959, attendance at suburban and country picture theatres dwindled and many had closed by the early 1960s. A few suburban theatres survived the decline in conventional cinemagoing into the 1980s by screening foreign-language and R-rated films.

### **The Adelaide Regent Theatre**

During the early twentieth century, Melbourne dentist Dr. Arthur Russel purchased a share in Hoyts Circus, a travelling American circus which visited Melbourne. He toured with Hoyts Circus as a magician but the venture was not financially successful. In 1908, Russel leased a hall in Bourke Street, Melbourne under the Hoyts banner and began screening motion pictures. Later he founded Hoyts Pictures Pty Ltd and rebuilt the hall,<sup>10</sup> which he named Hoyts De Luxe Picture Palace. Hoyts Pictures Pty Ltd expanded rapidly, absorbing several competitors, and was known as Hoyts Theatres Limited by 1924.<sup>11</sup>

From the mid-1920s Hoyts Theatres Limited built a series of large, expensive and luxurious theatres in Australian and New Zealand capital cities and large regional centres. Each theatre was named 'Regent' after American architect Thomas W. Lamb's Regent Theatre in New York City (1913). The first opened in the Melbourne suburb of South Yarra (1925), followed by others at Wellington NZ (1926), Auckland NZ (1926), Perth (1927), Sydney (March 1928) and Ballarat (April 1928).<sup>12</sup> Most Regent theatres shared similar architectural expression in an eclectic, free classical style, and

were designed by Hoyts' main contracted architect Cedric H. Ballantyne, sometimes in association with local architectural firms.

The Adelaide Regent Theatre was designed by Ballantyne in association with local firm English, Soward and Jackson,<sup>13</sup> built by South Melbourne-based J. Reid Taylor at a cost of over £45,000,<sup>14</sup> opened on 29 June 1928.<sup>15</sup> In his design for the Adelaide Regent Theatre Ballantyne borrowed elements from his previous Regent theatres, most notably those at South Yarra and Sydney. The Adelaide-based Perry Engineering Company created structural steelwork for the theatre, while 'elaborate' fibrous plaster and pressed cement work was carried out by Victorian firm Picton, Hopkins & Son Pty Ltd.<sup>16</sup>

The Adelaide Regent Theatre (hereafter the Regent Theatre) was the largest purpose-built picture theatre constructed during the interwar period in South Australia. The auditorium seated 2,296, including 1262 in the downstairs stalls and 1036 upstairs in the dress circle gallery.<sup>17</sup>

As with other picture theatres of its era, the Regent Theatre's facade and interior were designed to create a deliberate sense of occasion and escape for picture theatre patrons. The Regent Theatre achieved this aim more effectively than many other South Australian picture theatres built during the interwar period, due to the unusual scale and extent of decoration associated with the facade, foyers and auditorium. At the Regent Theatre, ornament 'was the tangible sign of grandeur and status, and the eclecticism seen in theatre design typified by the Regent was hedonistic and self indulgent.'<sup>18</sup>

Service offered to picture theatre patrons heightened the sense of occasion and escape at the Regent Theatre. As well as the usual ushers and usherettes, at the Regent Theatre Hoyts employed a corps of cadets, 'boys of refinement and ambition' wearing 'smart uniforms' with 'swagger canes, and white gloves,' who were stationed around the theatre and charged with answering enquiries, conducting guests through the foyers, and assisting patrons to their seats.<sup>19</sup>

To provide musical accompaniment to silent films, Hoyts planned to install large theatre organs, manufactured by the US-based Rudolph Wurlitzer Company, in each of their Regent Theatres. When the Sydney Regent Theatre opened in March 1928, it became apparent that the Wurlitzer organ installed there was not powerful enough to fill the Sydney Regent auditorium, and in turn, the organ ordered for Adelaide would not be powerful enough to fill the Adelaide auditorium.<sup>20</sup> Consequently, the organ ordered for Adelaide was diverted to the Perth Regent Theatre, and a new, larger organ for the Adelaide Regent was dispatched from the Rudolph Wurlitzer Company factory in North Tonawanda, New York on 21 June 1928, eight days before the theatre opened.

The organ arrived on 30 August 1928 and to garner publicity, its parts were towed to the front door of the Regent Theatre through the streets of Adelaide on six wagons hired from Cockingtons Limited. A sign was attached to each wagon reading 'The £25,000 Mighty Wurlitzer for the Regent Theatre'.<sup>21</sup> While large theatre organs were commonly employed in picture theatres interstate and overseas during the interwar period, the Regent Theatre Wurlitzer organ was the only example in South Australia (since removed).

On 2 March 1929, the first 'talkies' to be screened in South Australia premiered concurrently at the Regent Theatre and at rival exhibitor Union Theatres Limited's Wondergraph Theatre in Hindley Street.<sup>22</sup> As well as feature film *The Red Dance* (1928), the Regent's first talkie program included a speech by King George V, a 'stirring address' by Benito Mussolini, the silent comedy film *Exit Smiling* (1926) and a short comedy 'The Family Picnic.'<sup>23</sup>

By 1936 a large, vertical neon sky sign was installed on the front facade of the Regent Theatre.<sup>24</sup> In c.1955, this sign was replaced with a second vertical sky sign in enamelled steel (the current sky sign), with incandescent bulbs arrayed in bayonet sockets providing night-time illumination. By 1962, this sign had also been converted to neon illumination.<sup>25</sup>

During 1940 the Regent Theatre was renovated, with internal repainting, new curtains, carpets, seating and other soft furnishings, new light fittings, a new air conditioning plant and new stairs and fountains in front of the stage replacing the orchestra pit. Decorative neon lighting applied to the facade of the theatre was removed at this time and the facade was flood-lit.<sup>26</sup> The awning over the Rundle Street (now Rundle Mall) footpath is understood to have received a new, semi-streamlined fascia during these renovations,<sup>27</sup> which were supervised by Adelaide architect Russell S. Ellis.<sup>28</sup> Later during early 1942, several large, heavy pressed cement urns, originally positioned on the top of the Regent Theatre facade, are believed to have been removed amid fears of impending Japanese air raids, due to the danger they may have posed to pedestrians if toppled.

Facing dwindling city cinema attendance due to competition from television and drive-in theatres, Hoyts Theatres Limited planned to alter its city venues by dividing them into smaller cinemas, beginning with the Adelaide Regent Theatre,<sup>29</sup> which closed on 30 March 1967.<sup>30</sup> During these renovations, the foyer, proscenium and downstairs seating were demolished, a shopping arcade, known as Regent Arcade, was built at ground level and the former dress circle (upstairs gallery) was extended forwards and refitted again as a cinema. The Regent Theatre's Wurlitzer organ was removed and subsequently installed in St Peter's College Memorial Hall (part of St Peter's College - Big Quad Precinct, SHP 26457).



In April 1969 a new cinema, designed by Peter Muller, was opened in a new adjoining building to the south. The former Regent Theatre was renamed Regent 1 while the new cinema became known as Regent 2.<sup>31</sup> Regent 2 was later split into two smaller cinemas known as Regent 2 and Regent 3.

In 1982, the former Regent Theatre was identified in the City of Adelaide Heritage Study. The facade, awning and surviving internal fabric of foyer and auditorium finishes were noted as elements of significance.<sup>32</sup> On 11 September 1986, only the facade was entered in the South Australian Heritage Register.

Also during 1986, the downstairs retail arcade was redeveloped by architectural firm Woodhead International. During these renovations the shopping arcade was realigned and refurbished, Regent 1 was refurbished and repainted and the Rundle Mall awning was reclad to resemble its original 1928 appearance. Around this time slight alterations were made to the sky sign to include the word 'arcade' outlined in neon tubes at its base. White paint was also removed from the brick auditorium gable wall behind the facade.

In 2004, the remaining internal fabric of the former Regent Theatre was nominated for assessment for possible listing as a State Heritage Place. The nomination was rejected by the South Australian Heritage Council (DEW 20032).

Regent 1 closed permanently as a cinema on 28 January 2004.<sup>33</sup> In c.2005, a new glass-fronted structure to house a retail tenancy was inserted into the laneway between the former Regent Theatre and Adelaide Arcade (Adelaide Arcade and Gray's Arcade, SHP 10795). During early 2008, the street awning over Rundle Mall was reclad. Internally, the reinforced concrete, tiered dress circle floor was demolished and further retail space created with the installation of a new flat floor, lift and escalator.

## Chronology

### Year Event

- 1897 First motion pictures are screened in South Australia.
- 1907 Cinema emerges as a dominant form of entertainment in South Australia.
- 1908 Melbourne dentist Dr. Arthur Russell begins screening films in Melbourne under the Hoyts banner.  
December, West's Olympia, Adelaide's first permanent picture theatre, opens on Hindley Street.
- 1913 The Government of South Australia passes the *Places of Public Entertainment Act 1913*.
- 1924 After absorbing several competitors, Hoyts Pictures Pty Ltd becomes Hoyts Theatres Limited.
- 1925 The first Hoyts theatre named 'Regent' opens in the Melbourne suburb of South Yarra.
- 1927 17 March, Architectural drawings of the proposed Adelaide Regent Theatre are submitted to the Corporation of the City of Adelaide under the *Building Act 1923*.**
- 1928 March, the Sydney Regent Theatre opens.  
**21 June, the Adelaide Regent Theatre's Wurlitzer organ is dispatched from the Rudolph Wurlitzer Company's factory in North Tonawanda, NY.**  
**29 June the Adelaide Regent Theatre (hereafter the Regent Theatre) opens.**  
**30 August, the Regent Theatre Wurlitzer organ arrives in South Australia and is subsequently installed over a record eight days.**  
**22 September, Regent Theatre Wurlitzer organ is premiered.**
- 1929 Films with a synchronised soundtrack, known as 'talkies,' are first screened in South Australia.
- c.1936 A large, vertical neon sky sign is installed on the front facade of the Regent Theatre.**
- 1938 South Australians accrue 9 million theatre attendances from a population of 598,000.
- 1940 Renovations to the Regent Theatre including a new semi-streamlined awning fascia, supervised by Adelaide architect Russell S. Ellis.**
- 1942 Heavy pressed cement urns are removed from the top of the Regent Theatre facade amid fears of impending Japanese air raids.**
- 1954 South Australia's first drive-in theatre opens.

**1955** The Regent Theatre's sky sign has been replaced by a second vertical sky sign (current sky sign) in enamelled steel, with incandescent bulbs arrayed in bayonet sockets providing night-time illumination.

**1962** The Regent Theatre's second sky sign has been converted to neon illumination.

**1967** 30 March, the Regent Theatre closes for renovations.

**The Regent Theatre foyer, proscenium and downstairs seating is demolished and a shopping arcade, known as Regent Arcade, is built at ground level. The former dress circle (upstairs gallery) is extended forwards and refitted again as a cinema.**

The Regent Theatre's Wurlitzer organ is removed and subsequently installed in St Peter's College Memorial Hall (part of St Peter's College - Big Quad Precinct, SHP 26457).

**1969** A new cinema opens in a new adjoining building to the south. The former Regent Theatre auditorium is renamed Regent 1.

**1982** The former Regent Theatre is identified in the City of Adelaide Heritage Study.

**1986** Regent Arcade, within the former Regent Theatre, is redeveloped by architectural firm Woodhead International, including arcade realignment and refurbishment. The awning over Rundle Mall is reclad to resemble its original 1928 appearance, and the sky sign is modified to carry the word 'arcade' outlined in neon.

**11 September, the former Regent Theatre is confirmed in the South Australian Heritage Register under the name Cinema – Regent (facade).**

**2004** 28 January, Regent 1 closes permanently as a cinema.

Remaining internal fabric of the former Regent Theatre is nominated for assessment for possible listing in the South Australian Heritage Register.

c.2005 A new glass-fronted structure to house a retail tenancy is inserted into the laneway between the former Regent Theatre and Adelaide Arcade (Adelaide Arcade and Gray's Arcade, SHP 10795) (DA 0715/04/A).

**2014** Installation of fixing points to facade to support catenary lighting system for Rundle Mall (DA/853/2012).

Refurbishment of existing sky sign, addressing corrosion, repainting, and replacement of neon tubes to match existing (DA/473/14).

**2023** Installation of bird spikes to window ledges and other horizontal protrusions on facade (DA 23019826).

## References

### Books and Chapters

- Susan Marsden, Paul Stark and Patricia Sumerling (eds), *Heritage of the City of Adelaide: an illustrated guide* (1990) Adelaide: Corporation of the City of Adelaide
- Alison Painter, "Entertainment: the changing scene" in Bernard O'Neil, Judith Rafferty and Kerrie Round (eds), *Playford's South Australia: Essays on the history of South Australia, 1933-1968* (1996) Adelaide SA: Association of Professional Historians Inc.
- John Thiele, *When the Mighty Wurlitzer Reigned in the Regent* (2011) Campbelltown SA: J. D. Thiele
- Dylan Walker, *Adelaide's Silent Nights: a pictorial history of Adelaide's picture theatres during the silent era 1896-1929* (1996) Canberra ACT: National Film and Sound Archive

### Reports and Theses

- Heritage Matters Pty Ltd, "Jaffas Down the Aisles: A Survey of Cinemas in Country Victoria" (June 2008)
- Dylan Walker, *Almost an Institution: Sustaining Rural Exhibition in South Australia (1897-1935)* (August 2017)
- Woodhead International, "The Regent, Rundle Mall, Adelaide, Heritage Assessment" (28 February 2006)

### Newspapers

- "West's Pictures at Olympia" in *Register* 28 November 1908 p. 11 <http://nla.gov.au/nla.news-article57002439>
- "Another Big Amalgamation." in *Daily Telegraph* (Launceston) 16 February 1924 p. 3 <http://nla.gov.au/nla.news-article153562103>
- "Moving Picture Combine, Huge Business Amalgamation, Capital of £3,500,000" in *News* 12 November 1926 p. 1 <http://nla.gov.au/nla.news-article129336615>
- "The Regent Cadets." in *Advertiser* 29 June 1928 p. 8 <http://nla.gov.au/nla.news-article49393950>
- Advertising in *Advertiser* 29 June 1928 p. 10 <http://nla.gov.au/nla.news-page2485029>
- "Talkies at Regent" in *News* 6 March 1929 p. 12 <http://nla.gov.au/nla.news-article129257520>
- "Regent Theatre Re-Opens Tonight with Gala Show, New Renovation Scheme Cost £20,000" in *News* 19 December 1940 p. 11 <http://nla.gov.au/nla.news-article131942297>
- "First Drive-In Theatre To Open Tomorrow" in *Advertiser* 27 December 1954
- "1998: Hoyts 90<sup>th</sup> Year" in *CinemaRecord* p. 15 Nov 1998 Issue 22

### Websites

- "Regent Theatre" in CinemaTreasures <https://cinematreasures.org/theaters/1587>

### Archival

- SLSA B 4845  
SLSA B 14544  
SLSA B 15335  
SLSA B 60354/67

## SITE DETAILS

Former Regent Theatre (facade)

PLACE NO.: 13373

101-109 Rundle Mall, Adelaide

---

<b>FORMER NAME:</b>	Regent Theatre
<b>DESCRIPTION OF PLACE:</b>	Former theatre facade and enamelled steel sky sign
<b>DATE OF CONSTRUCTION:</b>	
<b>REGISTER STATUS:</b>	Confirmed 11 September 1986
<b>LOCAL HERITAGE STATUS:</b>	N/A
<b>CURRENT USE:</b>	Retail premises 2004 - present
<b>PREVIOUS USE(S):</b>	Picture theatre 1928 – 1967 Picture theatre and retail premises 1967 – 2004
<b>ARCHITECT:</b>	Cedric H. Ballantyne in assoc. with English, Soward and Jackman 1927 – 1928
<b>BUILDER:</b>	J. Reid Taylor, Melbourne 1927 – 1928
<b>LOCAL GOVERNMENT AREA:</b>	City of Adelaide
<b>LOCATION:</b>	<b>Street No.:</b> 101-109 <b>Street Name:</b> Rundle Mall <b>Town/Suburb:</b> Adelaide <b>Post Code:</b> 5000
<b>LAND DESCRIPTION:</b>	<b>Title</b> CT 6186/296 D91574 A547, <b>Reference:</b> CT 6186/297 D91574 A548 <b>Hundred:</b> Adelaide

## PHOTOS

**Former Regent Theatre (facade)**  
**101-109 Rundle Mall, Adelaide**

**PLACE NO.: 13373**



**Former Regent Theatre (facade) (left), showing delivery of Wurlitzer theatre organ, 1928**

SLSA B 4845



B 8347 Reproduction rights: State Library of South Australia

**Former Regent Theatre (facade), 1936**

SLSA B 15335

## PHOTOS

**Former Regent Theatre (facade)**  
**101-109 Rundle Mall, Adelaide**

**PLACE NO.: 13373**



B 15335 Reproduction rights: State Library of South Australia

**Former Regent Theatre (facade), c.1950**

SLSA B 4845



**Former Regent Theatre (facade) (right), 1962**

SLSA PRG 1712/1/48

BHI Summary of State Heritage Place: 11794

15 of 18

Confirmed in the South Australian Heritage Register on 11 September 1986

The South Australian Heritage Council endorsed this BHI - SSHP on 15 February 2024

## PHOTOS

**Former Regent Theatre (facade)**  
**101-109 Rundle Mall, Adelaide**

**PLACE NO.: 13373**

---



**Former Regent Theatre (facade), 6 October 2023**

DEW Files



**Former Regent Theatre (facade) detail, 6 October 2023**

DEW Files

BHI Summary of State Heritage Place: 11794

16 of 18

Confirmed in the South Australian Heritage Register on 11 September 1986

The South Australian Heritage Council endorsed this BHI - SSHP on 15 February 2024



## PHOTOS

**Former Regent Theatre (facade)**  
**101-109 Rundle Mall, Adelaide**

**PLACE NO.: 13373**

---



**Former Regent Theatre (facade) showing eastern return, 6 October 2023**

DEW Files



**Former Regent Theatre (facade) showing sky sign, 6 October 2023**

DEW Files

BHI Summary of State Heritage Place: 11794

17 of 18

Confirmed in the South Australian Heritage Register on 11 September 1986

The South Australian Heritage Council endorsed this BHI - SSHP on 15 February 2024

- 
- <sup>1</sup> Dylan Walker, *Almost an Institution: Sustaining Rural Exhibition in South Australia (1897-1935)* (August 2017) pp. 3, 21; Heritage Matters Pty Ltd, "Jaffas Down the Aisles: A Survey of Cinemas in Country Victoria" (June 2008) p. 9
- <sup>2</sup> Alison Painter, "Entertainment: the changing scene" in Bernard O'Neil, Judith Raftery and Kerrie Round (eds), *Playford's South Australia: Essays on the history of South Australia, 1933-1968* (1996) Adelaide SA: Association of Professional Historians Inc. p. 298
- <sup>3</sup> Alison Painter, "Entertainment" p. 298
- <sup>4</sup> Dylan Walker, *Almost an Institution* p. 64
- <sup>5</sup> Dylan Walker, *Almost an Institution* pp. 81-85
- <sup>6</sup> Dylan Walker, *Almost an Institution* pp. 81-85
- <sup>7</sup> Dylan Walker, *Adelaide's Silent Nights: a pictorial history of Adelaide's picture theatres during the silent era 1896-1929* (1996) Canberra ACT: National Film and Sound Archive p. 17; "West's Pictures at Olympia" in *Register* 28 November 1908 p. 11 <http://nla.gov.au/nla.news-article57002439>
- <sup>8</sup> Dylan Walker, *Adelaide's Silent Nights* pp. 116-120
- <sup>9</sup> "First Drive-In Theatre To Open Tomorrow" in *Advertiser* 27 December 1954 p. 9; Alison Painter, "Entertainment" p. 299
- <sup>10</sup> "1998: Hoyts 90<sup>th</sup> Year" in *CinemaRecord* p. 15 Nov 1998 Issue 22
- <sup>11</sup> "Moving Picture Combine, Huge Business Amalgamation, Capital of £3,500,000" in *News* 12 November 1926 p. 1 <http://nla.gov.au/nla.news-article129336615>; "Another Big Amalgamation." in *Daily Telegraph* (Launceston) 16 February 1924 p. 3 <http://nla.gov.au/nla.news-article153562103>
- <sup>12</sup> John Thiele, *When the Mighty Wurlitzer Reigned in the Regent* (2011) Campbelltown SA: J. D. Thiele pp. 18-22
- <sup>13</sup> John Thiele, *Mighty Wurlitzer* p. 23
- <sup>14</sup> John Thiele, *Mighty Wurlitzer* p. 117
- <sup>15</sup> John Thiele, *Mighty Wurlitzer* p. 22
- <sup>16</sup> Advertising in *Advertiser* 29 June 1928 p. 10 <http://nla.gov.au/nla.news-page2485029>
- <sup>17</sup> Woodhead International, "The Regent, Rundle Mall, Adelaide, Heritage Assessment" (28 February 2006) p. 9
- <sup>18</sup> Susan Marsden, Paul Stark and Patricia Sumerling (eds), *Heritage of the City of Adelaide: an illustrated guide* (1990) Adelaide: Corporation of the City of Adelaide p. 121
- <sup>19</sup> "The Regent Cadets." in *Advertiser* 29 June 1928 p. 8 <http://nla.gov.au/nla.news-article49393950>
- <sup>20</sup> John Thiele, *Mighty Wurlitzer* p. 32
- <sup>21</sup> John Thiele, *Mighty Wurlitzer* p. 35.
- <sup>22</sup> Dylan Walker, *Almost an Institution* p. 84
- <sup>23</sup> "Talkies at Regent" in *News* 6 March 1929 p. 12 <http://nla.gov.au/nla.news-article129257520>
- <sup>24</sup> SLSA B 60354/67
- <sup>25</sup> SLSA B 14544
- <sup>26</sup> "Regent Theatre Re-Opens Tonight with Gala Show, New Renovation Scheme Cost £20,000" in *News* 19 December 1940 p. 11 <http://nla.gov.au/nla.news-article131942297>
- <sup>27</sup> Compare SLSA B 4845 (original awning) and SLSA B 15335 (semi-streamlined awning).
- <sup>28</sup> "Regent Theatre Re-Opens Tonight with Gala Show"
- <sup>29</sup> John Thiele, *Mighty Wurlitzer* p. 25
- <sup>30</sup> Woodhead International, "The Regent, Rundle Mall" p. 8
- <sup>31</sup> Adam Towill pers. comm. 4 October 2023
- <sup>32</sup> Peter Donovan, Susan Marsden and Paul Stark, "City of Adelaide Heritage Survey 1982" pp. 51-53
- <sup>33</sup> "Regent Theatre" in *CinemaTreasures* <https://cinematreasures.org/theaters/1587>; John Thiele, *Mighty Wurlitzer* p. 26