



**ROYAL
ALEXANDRA
THEATRE**

SEASON 1950-1951

GEORGE FORMBY

and his 1950

LONDON MUSIC HALL VARIETIES

TWO WEEKS BEGINNING SEPT. 18th, 1950



Helena Rubinstein Presents The "Silken Look"



The only make-up that gives your skin the "Silken Look"—smooth as silk, radiant as silk

Helena Rubinstein's new lipstick, foundation and face powder are blended with pure silk!

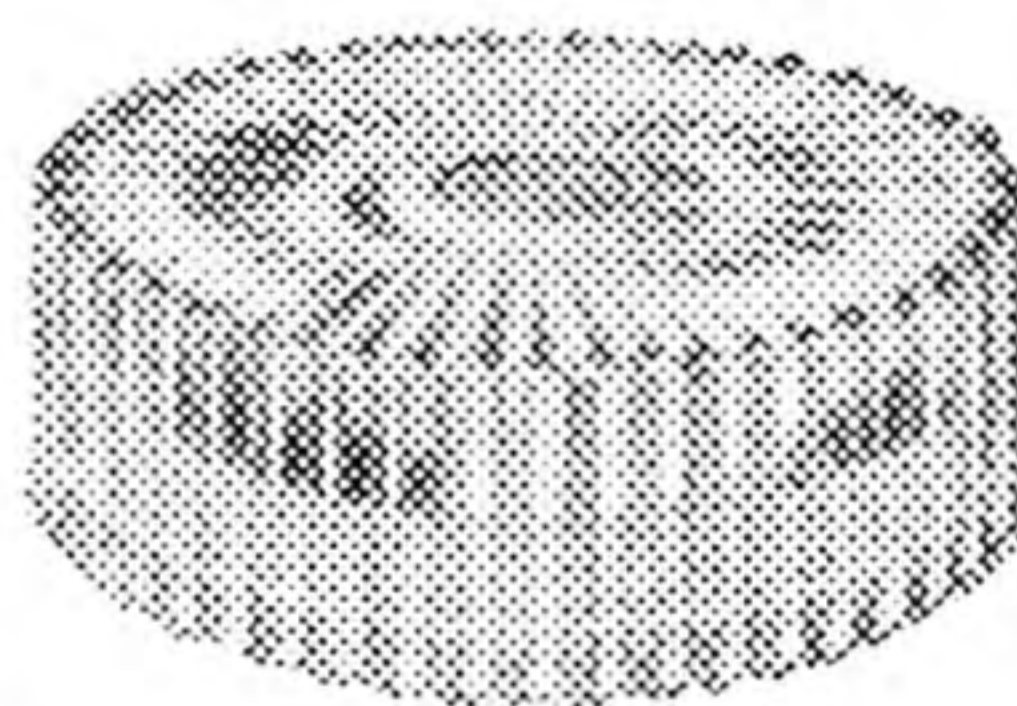


Silk-Tone Foundation . . . silk-in-liquid foundation. Makes your skin look like silk, feel like silk! 1.75

Silk-Film Foundation . . . silk-on-cream foundation. Smooths on quickly easily, evenly! 1.50



Silken Lipstick . . . final dazzling accent to your "Silken Look"! New formula contains silk. Makes your lips glow with luscious young red, look softer, more desirable! 11 glamorous shades. 1.25



Silk Screen Powder . . . the only powder that contains pure silk. Makes your skin look silken-smooth, feel caressingly soft, glow with delicate silken color. 9 flattering shades, 1.25; also Silk Compact Powder, solid form, same shades, 1.25

helena rubinstein

126 BLOOR STREET WEST TORONTO

ROYAL ALEXANDRA THEATRE

ERNEST M. RAWLEY, Manager

Two Weeks Beginning Monday, Sept. 18th, 1950

EVENINGS AT 8.20 P.M.; MATINEES: WEDNESDAY AND SATURDAY AT 2.20 P.M.

Fire Notice—Look around now and choose the nearest Exit to your seat. In case of fire walk (not run) to that Exit. Do not try to beat your neighbour to the street. It is prohibited by law to light matches in this theatre. For safety of all, this law **MUST** be obeyed.

LADIES ARE REQUESTED TO REMOVE THEIR HATS

GEORGE FORMBY

and his

1950 LONDON MUSIC HALL VARIETIES

PROGRAMME

1. HENRI VADDEN and GIRLS Perfection in Balance
2. HARRY BAILEY The Rogue with the Brogue
3. CARSONY BROTHERS European Acrobatic Novelty
4. HERSCHEL "JIZZ" HENLERE Comedy Capers at the Keyboard

INTERVAL

5. MILLS and BELITA Sophistication in Rhythm
 6. MARION SANDERS Personality in Song
-

A large, stylized cursive signature that reads "Cizanne".

Custom Made "Hats of Distinction"

KINGSDALE 1837

105 BLOOR STREET WEST

JOAN RIGBY



104

OUR NEW LOCATION
104 BLOOR ST. WEST

Dresses Suits Coats

Accessories

Bridal Department, KI. 9549 — Accessory Department, MI. 7636

Store, MI. 4969

Hours: 9 to 5.30, including Saturday



ANNOUNCING
THE FALL TERM OF BRIDGE LESSONS
COMMENCING OCTOBER 2nd

by

MRS. HUDSON JOHNSTON

Twice winner Canadian Open Pairs Champion —
Culbertson Associate and Certified National Master
Teacher. (Originator of the Famous Picture Method
of Teaching Winning Bridge — colored slides on a
silver screen.)

Studio:

23 Prince Arthur Ave. - LL. 7145 - EL. 5647

7. ROGER CARNE The Man with the Talking Tom-Cat

8. GEORGE FORMBY

Tour Direction Ernest M. Rawley

Company Manager H. L. Appleby

Advance Representative B. E. Lang

Musical Director Harry Culley

THE ROOF 18th FLOOR

Beautiful view
Sophisticated atmosphere
Fine Food

THE PLAZA ROOM

Entrance on Bloor Street

Park Plaza Hotel

BLOOR STREET AT AVENUE ROAD, TORONTO

IMPRESSIONS OF
FALL AND WINTER
FASHIONS . . .

as seen by

Travers Fox

- SUITS
- COATS
- DRESSES
- GOWNS

THE PRO ALIIS CLUB
will present
IMPRESSIONS OF
FALL AND WINTER
FASHIONS
as seen by Travers Fox
Thursday Evg., Sept. 28th
at 8.15 p.m.
ST. MICHAEL'S COLLEGE
AUDITORIUM
Bathurst St. and St. Clair

Travers Fox

1179 Bay Street (below Bloor)

RA. 2321

DO YOU WISH TO BE ON OUR MAILING LIST?

If you would like to receive Weekly Notices and Mail Order Application Forms which will facilitate the ordering of tickets by mail, fill in below and deposit in mail order letter box at front door, or mail to Royal Alexandra Theatre, 260 King St. West, Toronto.

NAME.....
(Must Be Printed)

ADDRESS.....
(Must Be Printed)

CITY.....

Melvyn Douglas Returns in Comedy

Melvyn Douglas, distinguished stage and screen star, will appear in person at the Royal Alexandra Theatre for one week starting Monday, October 2. The Sam Spewack comedy, which has completed a five months engagement at the Harris Theatre, Chicago, is a merry-making cartoon of politics and love in Washington, D.C. Mr. Douglas staged this production which is presented by Harold Bromley.

The Broadway premiere of "Two Blind

Mice" marked Mr. Douglas' return to the legitimate stage after an absence of 14 years during which he appeared as co-star opposite Hollywood's most glamorous ladies, including Joan Crawford, Greta Garbo, Claudette Colbert, Irene Dunn, Myrna Loy and Gloria Swanson. The actor made his first New York stage appearance in the late William A. Brady's production of "A Free Soul" and followed this auspicious debut with leading roles in such notable plays as "The Silver Cord," "Recapture," "Tonight or Never," "No More Ladies" and "Tapestry in Gray."

ONE WEEK
BEGINNING

MONDAY EVG., OCT. 2nd

MATINEES
WED. & SAT.

HAROLD BROMLEY presents



**Melvyn
DOUGLAS**

(IN PERSON) in

"TWO BLIND MICE"

Hilarious New Comedy Hit

by SAM SPEWACK

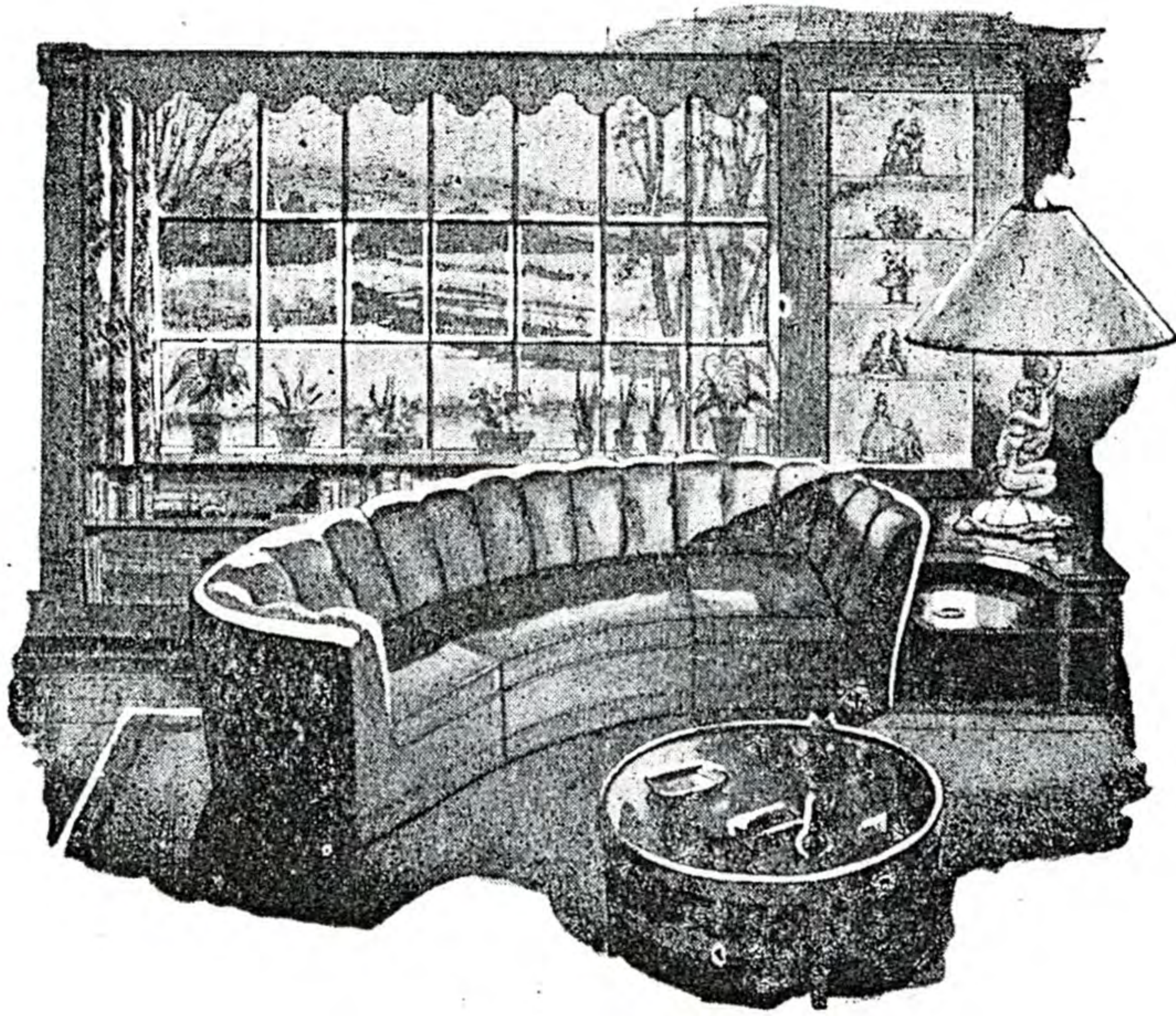
With MABEL PAIGE and LAURA PIERPONT

PRICES (Tax Included) — \$1.15, \$1.70, \$2.30, \$3.00, \$3.60

Wed. and Sat. Mats. — \$1.15, \$1.70, \$2.30

MAIL ORDERS NOW — Include stamped, addressed envelope for return of tickets. BOX OFFICE OPENS Thursday, September 28th.

Furniture of Distinction



SHOP AT

Levinter's

**AND DISCOVER
THE DIFFERENCE**

1169 BLOOR STREET WEST

Store Hours: Daily 8.30 A.M. 'till 6 P.M. - Wednesday 'till 1 P.M.

MELVYN DOUGLAS—Continued

Playwright Sam Spewack, with his wife Bella, is author of such stage successes as "Boy Meets Girl," "Clear All Wires," "Leave It To Me," and the current musical hit "Kiss Me, Kate." He has an individual and sure hand when it comes to writing ebullient satire and "Two Blind Mice" ably proves his reputation.

The play features two popular stage and screen actresses, Mabel Paige and Laura Pierpont, whose performances as two elderly and daffy ladies received the praises of New York and Chicago critics as the finest comic characterizations in many seasons.

The plot of the topical farce revolves around a mythical office of Seeds and Standards in Washington, D.C., which is kept happily running by two elderly sisters despite the fact that long since it has been officially abolished. Somehow, some official has failed to notify the two zany ladies. To avoid detection they burn their pay checks faithfully each week and counteract this financial loss by resourcefulness that is typically feminine and hilariously amusing.

Melvyn Douglas has the role of the newspaperman who discovers the ladies' defiance of Congress. He exposes the situation and becomes ensnared in a series of comic plots and counter-plots which culminate in newspaperman Douglas restoring to the ladies' their beloved office of Seeds and Standards in a legal and official manner.



**For the Rare
and Individual
in
HEIRLOOM
JEWELLERY**

•

**ANTIQUE AND
REPRODUCTION
SILVER**

•

DIAMOND RINGS

•

**ORNAMENTAL CHINA
AND VICTORIAN
LUSTRES**

**The
Gold Shoppe**
(Crawford's)
139 Yonge St. WA. 5258

Mme Lowes
Gowns

NOW PRESENTING OUR FALL COLLECTION

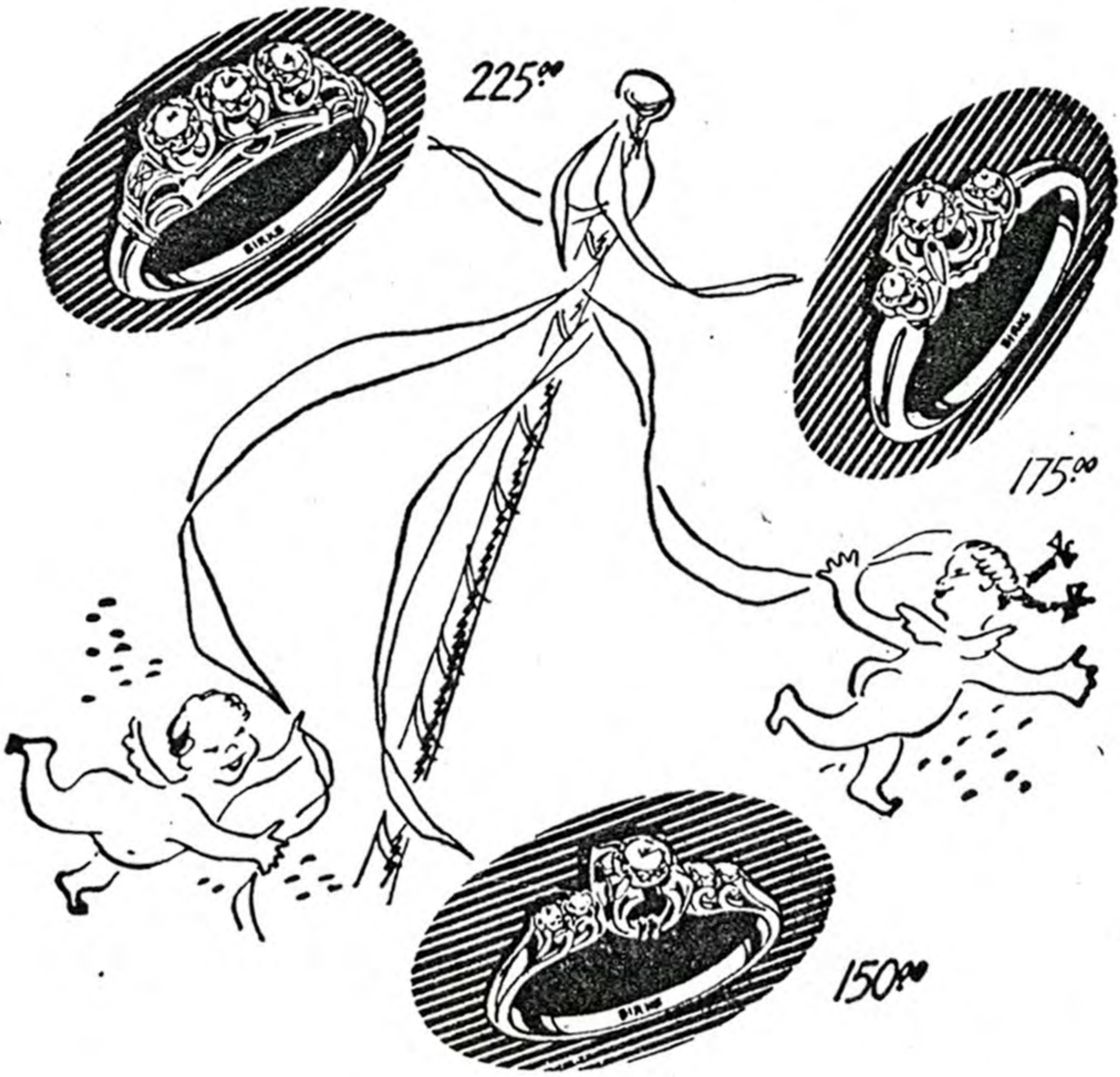
A Significant Blending of Individuality

in Design and Fabrics

1182 Bay Street (at Bloor)

KI. 2616

"Do from Birks"



Because nothing less than perfection will do . . .
choose a Birks diamond engagement ring,
approved by our Certified Gemologist
for colour . . . cutting . . . clarity.

Whatever the price, Birks diamonds
are unsurpassed in quality and value.

Insurance Certificate and Sterling Silver
Presentation Case provided at no extra cost.

BIRKS

REGISTERED JEWELLERS **AGS** AMERICAN GEM SOCIETY

THE GOOD LOOK IN LEATHERS

British and Beautiful ...

at

Simpson's
TORONTO



Simpson Stores Located in Toronto, London, Montreal, Halifax, Regina
Mail Order Houses in Toronto, Regina, Halifax, Vancouver
Order Offices and Agencies from Newfoundland to British Columbia