

The
TOWNE
Cinema

**57 BLOOR ST.
EAST**



OPENING APRIL 25th 1949

The **TOWNE** *Cinema*

No story about the Towne Cinema could properly begin before I extended my heartfelt thanks to those who have so loyally patronized the International Cinema in the past few years. It is their loyalty which has made possible the dream, and subsequent fulfillment of the dream, of the Towne Cinema.

The site on which this theatre stands was purchased for this purpose before the policy was commenced in the International Cinema. However, building and by-law restrictions prevented the erection of the building so that the policy was commenced in the International Cinema.

Because the following at the International Cinema has increased so many times over, it has been necessary to increase the length of run of pictures (particularly the more popular ones) to periods as long as fourteen weeks. This limited the number of pictures which could be shown in a year. Whereas at times it has been difficult to secure exactly the right type of pictures demanded by the discriminating audiences of the International Cinema, it has now reached a point where it is felt that, because of the limited number of pictures shown yearly at the International Cinema and the general change in production all over the world, there are sufficient pictures of the right type available to supply two theatres. It is therefore my pleasure to announce that the Towne Cinema will open with the same policy as the International Cinema. The latter theatre will also continue with the same policy.

We have tried to incorporate in the Towne Cinema the best features of the International Cinema with some additions which experience has shown might be helpful. We have built a modern, fire-proof structure in the modern manner. We have shaped the walls especially so that the sound would be as perfect as possible. We have installed the finest projection and sound equipment. We have a scientifically designed air-conditioning system with refrigerated air in the summer. Special facilities permit smoking in the loges at all times. The other appointments you will see and appreciate for yourselves.

It is our intention and desire to divide available attractions which are suitable for presentation to our patronage between the Towne Cinema and the International Cinema. In that sense they are to be considered sister theatres, under the same management and catering to the same clientele. We sincerely hope our patrons will patronize both theatres.

We shall, from time to time, try to inaugurate innovations which we hope may be pleasing to our patrons. Please let us have your comments on these as well as the pictures. Cards for registration for our mailing list and comments will be provided in the lobby.

We hope you like the Towne Cinema. We hope you will like to come here again and again. We hope you will tell your friends about us.

Thank you,

Gwonne Taylor

The New **TOWNE**
Cinema
PRESENTS

THE WORLD PREMIERE
OF

CONCERT MAGIC

with the music of
BEETHOVEN • CHOPIN
LISZT • WIENIAWSKI
VON GLUCK • BRAHMS
BACH • PAGANINI
MENDELSSOHN
SCHUBERT and
LOCATELLI

A milestone in the history of motion picture entertainment, "Concert Magic" is the first complete concert, in the accepted manner,

to be presented on the screen.

The producers and artists who participated in the creation of this notable film united their efforts and talents in the sincere belief that they would render a public service to music lovers and discriminating audiences everywhere.

"Concert Magic" offers you superb artists performing great music—devoid of plot and production embellishment. The music is magnificently recorded and the flexibility of finest camera technique makes the skill of the performers a very exciting sight—and one that cannot be matched by the best 'left-centre' seat in a concert hall.

We are very proud of the new Towne Cinema. It speaks for itself that "Concert Magic" is our choice—above all other films—for its first offering.

RESERVED SEAT POLICY FOR THIS ENGAGEMENT ONLY

YEHUDI MENUHIN
world-famous violinist
JAKOB GIMPEL
renowned pianist
EULA BEAL
contralto
ANTAL DORATI
conducting symphony
orchestra of Hollywood



Quartet

STARRING

MERVYN JOHNS
CECIL PARKER
BASIL RADFORD
NAUNTON WAYNE
FRANCOISE ROSAY
DIRK BOGARDE
HERMOINE BADDELEY
LINDEN TRAVERS
MAI ZETTERLING

presenting

THE KITE

The Colonel's Lady

The Alien Corn

The Facts Of Life



Four famous short stories from the pen of one of the greatest story tellers of all time . . . each containing as much entertainment—as much drama—as many stars as any ordinary film—the author's first appearance in a motion picture . . . it's top drawer film entertainment.

Did you know that Somerset Maugham's sign is a Moorish good luck symbol — supposed to ward off the Evil Eye. It was found in Morocco by Maugham's father who had it put on all the glass in his home. Somerset Maugham uses it as his personal sign and it will be found somewhere on everything he publishes. Guests at his South of France villa are presented with the good luck symbol when they venture to the Casino.



Watch for...

"WHEN LOVE CALLS"

Italy — where love and life is expressed in song — has sent us one of its best musical productions. An enchanting romantic comedy, full of lovely Neopolitan songs as well as important music from Mozart, Donizetti and Rossini. Gino Bechi — outstanding baritone of world opera houses — heads a cast notable for talent and beauty.

coming to the **INTERNATIONAL CINEMA**

"THE GUINEA PIG"

A significant comedy-drama of an educational experiment set in an English Public School. Richard Attenborough stars as a poor tobacconist's son who is awarded a scholarship to an old and exclusive school.

Warren Chetham-Strode's play on which this film is based, ran for four years at the Criterion Theatre, London.

coming to the **TOWNE CINEMA**

"THE PEACEFUL YEARS"

is a British documentary film of life in Great Britain between the two world wars. It is edited from newsreels and other documentaries and old films. And if you think it sounds dull as a schoolroom history book — it isn't! It is nostalgic and prophetic and very moving — because it is about people during those years — "what they did — what they felt — what they thought and what they looked like — anything to do with people". The quotes are from Emyln Williams (noted English playwright and actor) who introduces the picture.

coming to the **INTERNATIONAL CINEMA**



One of the most popular features of the International cinema (and we anticipate of the Towne Cinema too) is the ever-changing art exhibit in the foyer of the theatre.

The International Cinema is proud of being the first motion

picture theatre in Canada to present the fine arts to movie-goers, an innovation which has proven so popular that other theatres have adopted it.

It has been our custom to present shows of talented unknowns, as well as those more firmly established, and we are glad to say we've given a helping hand to quite a few worthwhile artists.

We plan to present new shows at regular intervals at both theatres, not only of painters but photographers, ceramists, sculptors, industrial designers, architects, and other representatives of the arts.

Artists, and patrons especially interested in any of the exhibits, are invited to get in touch with Beatrice Fischer through this theatre.



MR. H. FORSYTH,
39 LORINDALE AVE.,
TORONTO.

