

1874

1955

*Royal*  
**PRINCESS**

BENDIGO



EIGHTY FIRST

*Birthday*

*Souvenir Programme*

31st AUGUST, 1955



Manager ..... DON VINCENT

PRICE - SIXPENCE

Proceeds ..... Cinematograph Trade Benevolent Fund

## THE ROYAL PRINCESS THEATRE

In May, 1874, the late John Crowley built, at a cost of £12,000, the ROYAL PRINCESS THEATRE. It was opened on 31st August, 1874, on which occasion the "Grand Duchess of Gerolstein" was performed.

It was in January, 1904, that the Theatre was closed until April, 1905, for re-construction at a cost of £5000. Further alterations were made in 1936 when the old circle and gallery was converted into the present circle and loge, the cost on this occasion was £14,000.

At the Royal Princess has been seen every form of entertainment known in the world. Operas, including Gilbert and Sullivan, Shakespearean plays, Minstrels, Pantomime, Circus (Wirth's making their first appearance in 1887), Drama, Revues, Magicians, and the latest medium of entertainment Ice Revue. Of the many shows presented on the stage of the theatre, I feel none has survived as long, or as well, as "Charley's Aunt." The Companies to present their performances have been many and varied, but among an imposing list, the names of Charles Holloway, The Royal English Opera Company, J. C. Williamson Co., and Royal Comic Opera Coy., will long be remembered.

The line of notable personalities who have appeared on the stage is long also, and includes such names as John McCormack, Clara Butt, Harry Lauder, Peter Dawson and more recently Jessie Mathews and John Calvert. But of all these and many others, I am sure none can ever compare with the wonderful performances by the late Dame Nellie Melba, who gave her farewell performance in September, 1921. It is interesting to note that Dame Melba really gave two farewell performances. The first was in February, 1886, when she made a last appearance as Mrs Armstrong, to later become Madame Melba.

The first competition of the Austral Society was held in the Theatre in May, 1897, and the first living pictures were seen in August, 1899. The London Bioscope Co. presented "Struck Oil," with Maggie Moore, in February, 1901 (Maggie Moore had appeared in the stage play of the same name many times earlier). However, it was not until 1910 that the Royal Princess was mainly used for pictures, and of course, since that year, that has been the principle form of entertainment presented.

It was Easter, 1930, that the first talkie, "The Desert Song," was screened and then followed coloured films, and now in 1955 the latest in film development—Cinemascope has been installed. This installation caused, for the first time in many years, alterations to the back stage to enable the large 30ft. screen to be quickly removed ready for any "live" performances.

In 1937 the Royal Princess came under the Management of Northern Amusements Pty. Ltd., a unit of the Woodrow Corporation Ltd., whose policy it is to bring the best in entertainment to Bendigo, and I, as their representative will carry on the traditions of the past, and make the Royal Princess truly a HOME OF ENTERTAINMENT.

DON VINCENT,

Manager.

Wednesday, 31st August, 1955

ON THE STAGE



7.15—Gems of Past and Present by Eaglehawk Brass Band

7.45—GOD SAVE THE QUEEN

Official Cutting of the Birthday Cake and its presentation to the Matron of the Benevolent Home by His Worship the Mayor of Bendigo

(The cake kindly donated by Friedrich & Bassemir)

7.55—Presentation of the Travel Voucher for a 10 day Luxury Coach Tour on behalf of PIONEER COACHES Ltd., to the lucky couple winning the recent 25th Wedding Anniversary Contest, by His Worship the Mayor of Eaglehawk.

8.00—"PROGRESS OF FASHION"

by BENDIGO FASHION HOUSE

including

for the first time on any stage

A TABLEUX OF 7 BRIDAL ENSEMBLES

MISS 1874 ..... GERTRUDE PERRY

MISSES 1955 ..... ROSEMARY LORENZ, LORRAINE FOLEY,  
JOAN PINDER : PAULINE KIM,  
SHIRLEY MORGAN : PAT FERRARI  
WILMA BRERETON

MAKE - UP by ..... HELEN LANG BEAUTY SALON



TO ALL WHO HAVE MADE THE SUCCESS  
OF THIS 81st BIRTHDAY POSSIBLE  
THE MANAGEMENT SAYS "THANK YOU"



The Staff of the Royal Princess, under the Management of Mr Don Vincent,  
who are at your service



**THEATRE BOX OFFICE OPEN 10 A.M. TO 8 P.M.**  
Phone Reservations (except Sat.) Bgo. 408



Hearing Aids are now installed in all parts of the Theatre



Doctors or Nurses on call may leave their names  
at the pay-box

**THE ROYAL PRINCESS**

*"The Home of Entertainment"*