

STATE KILBURN. (Second Spasm.)

Now for a p eep behind the scenes. This fearsome-looking collection of wwitches is the Stage Manager's Control Board.... the most up-to-date in the world. When you see the lights on t the stag@ gradually dim or turn from sunlight to Moonlight, it has all been carefully thought out beforehand. If the man at the switch makes a mistake the entire stage might go black in the middle of a song. The latest type of microphone is installed to ensure that every syllable on the stage is perfectly reproduced in the farthest corners of this huge theatre. / This is how the wscreen is raised for the stage show or lowered again after it. Scenery and curtains are all worked from here. / The stage lighting is the most modern in the world, incorporating many devicess which are to be found in no other theatre. / And of course, the organ is a Wurlitzer. Once again, no expense has been spared in this direction. And with Sidney Torch at th@ keyboard --- what more could you desire? / Here are the staff of this great cinema. It is their job to see that you reach your seat with the least possible delay and trouble --- and they see that in every way you ^{enjoy} ~~see~~ your pictures in the maximum degree of comfort. Natural

Here are the brothers Hyams, whose energy and business ability have been so largely responsible for the fulfilment of this theatre project in all Britain. They are affectionagely known to the staff as Mr Phil, Mr Sid and Mr Mick --- and their genial personality has infused a spirit of comradeship throughout all this vast organization. /

greatest

subject

Naturally the comforts of the staff have not been forgotten. There are sports rooms and a canteen and eight staff rooms.

Now at last the culminating moment has arrived when this vast enterprise comes into the arena of popular entertainment. The first night --- the gala premiere, attended by hundreds of notabilities. Many of you know the voice of Bryan Michie, the famous compere. Here he is in person. Sir Charles Highams, the famous publicist, was there of course. --- he paused for a cheery chat with the brothers Hyams --- no doubt joking about their names, which, ~~of course~~, are spelt differently though pronounced the same. Will Fyffe, the well-known Scots comedian, was there, and there were famous men ~~far~~ from the legal world too. Here is Mr Jeffrey Bernerd, with Mrs Bernerd, pausing for a chat before going in to see the show. George Formby arrived with his ukelele. And Sir Albert Clavering brought a party. Another family of brothers who have played a large part in bringing this theatre into being are the Ostrers. Here is Mr Maurice Ostrer, with Mrs Ostrer. The compere of the stage show for the opening night was Vic Oliver. And here are Mr and Mrs Mark Ostrer, with their family --- exchanging greetings with Vic Oliver. Also in the wonderful stage show was Larry Adler with his harmonica --- and that seems to be George Formby again. Last but by no means least --- the incomparable Gracie Fields.

Talk out Frank 416

STATE KILBURN. (3)

The show is on. ~~What an array of talent was brought~~
~~together for this gathering ever~~ --- Gracie Fields -- George
Formby -- Carroll Levis --- Vic Oliver --- Larry Adler) -- Stone
and Lee --- Henry Hall and his band --- Van Dam and his band --
Will Fyffe -- Sandy Powel --- a variety bill that would be hard
to equal, impossible to surpass. A wonderful start to what
will undoubtedly be a long and successful career in the world
of cinemas. So here's wishing luck for many years to come
to the Gaumont State, Kilburn.