

CINEMA OPENING.

Birmingham has a new film theatre, the Cinephone - most modern of the chain owned by Mr. Joseph Cohen, seen here with his family, talking to Mr. McGregor Scott, General Sales Manager of Associated British-Pathe. Mr. George Cohen, the owner's son, is General Manager of the chain, Jacey Cinemas Limited.

The Lord Mayor of Birmingham and the Lady Mayoress arrive for the opening. Mr. Joseph Cohen greets them, and a bouquet is presented to the Lady Mayoress.

Mr. Cohen and his family talk with the Lord Mayor and Lady Mayoress.

Jacey Cinemas Limited already own two theatres in Birmingham, both well-known to the city's filmgoing public - the News Theatre, and the Tatler.

Mr. and Mrs. Joseph Cohen receive their guests, with the Lord Mayor standing beside them.

Continental films, and other outstanding productions which Birmingham audiences would otherwise have no opportunity of seeing will feature largely in the Cinephone's future programmes. A memorable opening to a cinema which will be a great addition to the entertainment resources of the Midland's greatest city,