

ODEON OPENING.

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~~The atmosphere of excited anticipation before the start of the gala opening of the Blackpool Odeon~~ ~~And that atmosphere can certainly be felt on the morning before the gala opening of the Blackpool Odeon~~ ~~so~~ Let us introduce to you some of the personalities, ~~who play their part during the day, even though you do know them already.~~ *even if you know them already* After the Mayor, Alderman Duckworth M.P., and Mrs Oscar Deutsch, Mr Deutsch and the Mayoress, ~~and Mr Conrad Veidt and Mrs Harry Weston are taking a look~~ *at Mr Conrad Veidt.* And of course you'll also recognise Mr and Mrs George Formby. These notabilities attended the match between Blackpool and Portsmouth and were lucky enough to see some grand football. What made it even better was the fact that the home team won by two goals to one. If only that could have been the previous Saturday they'd have won the Cup, but it doesn't matter much because it looks as if George has won it.

Huge crowds assembled outside the magnificent front of the Odeon when the great first night actually arrived. And the excitement grew in intensity as the minutes ticked by. Among the first arrivals of course were those two whose work had been crowned by this great achievement..... Mr and Mrs Deutsch. Then Mr and Mrs George Formby. And the Mayor and Mayoress and ~~also~~ *in* another very famous film star ~~among~~ that brilliant audience was Mr Conrad Veidt with Mrs Veidt. . So another new luxury cinema was successfully launched --- and we wish good luck and happy days and nights to the Odeon, Blackpool.

ODEON, BLACKPOOL.

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Now need to say that this is Blackpool; and no need to say that Blackpool is just another word for happy days and ~~amusement~~ entertainment, for all the world knows that Blackpool gives you those things in abundant measure. Now there is another addition to the homes of relaxation and enjoyment in the wonder-city --- another Odeon to bring holidaymakers all that is best on the screens. And ~~this will~~ <sup>we can</sup> give you some idea of the wonderful growth of the Odeons throughout the past few years --- from a small beginning to the huge organization of the present day.

Let's have a look at the new Odeon which is Blackpool's latest attraction. Everything has been done for physical comfort, and the ~~first~~ finest cinematograph engineering has been called upon to ensure that the pictures when you see them will be clear and lifelike. The huge projection box has all the precision, all the cleanliness and all the smartness of a battleship. Here is the sound-balancing apparatus which makes the sound go soft --- or loud --- louder --- louder, louder. Yes, there isn't a single thing that has been forgotten; every device for cooling and purifying has been used to ensure that Blackpool's Odeon is the very best possible value for money.