

This magnificent new building in London was the scene of an opening ceremony to be performed by the Home Secretary --- and for which Major and Mrs Lloyd George were welcomed by MR J. Arthur Rank and MR John Davis, respectively Chairman and Managing Director of the Rank Organisation. One novel angle was the shooting of the ceremony --- by the Organisation's *OWN* mobile television unit --- so that it could be seen and heard simultaneously in different parts of the building by the distinguished company which had gathered for the occasion.

And now --- ~~MR Rank introduced~~ the guest of honour *IS*
 INTRODUCED BY MR RANK *SOUND*

In his reply, the Home Secretary made a humorous reference to the well-known screen trademark. *SOUND.*

And now Major Lloyd George unveils the plaque which commemorates the day. And as he does so, our newsreel camera takes you on a brief tour of the building. This is the nerve-centre of one of the greatest undertakings in the history of

the motion picture business.....an organisation which embraces

EVERY aspects of the film industry, ~~from the production of films~~ *- EMPLOYING 32,000*
~~to showing them on the screens in our cinema.~~ *OVER*

OVER 32,000 PEOPLE.
~~headquarters from which is directed the servicing of your~~
ANOTHER MARK OF PROGRESS IN
~~cinema with the world's greatest entertainment.~~