



The imposing exterior of the new Lido, Golders Green, one of the two new halls just opened by the new company headed by E. Carreras and E. E. Lyons.

**Delightful Lido Opening**

The new Lido Picture House, Golders Green, opened on Tuesday last, the first of the new super cinemas which are the brain-child of E. Carreras and E. E. Lyons—the two directors heading the company of which name the new picture house bears. The building is a masterpiece of modern architecture and is one of the best of its kind in the district.

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A luncheon was given in the Brent Bridge Hotel on Monday to celebrate the event. E. E. Lyons, who was supported by his fellow-director, E. Carreras, Lilian Hall-Davis, Marie Burke, Sir Rowland Hodge, Bart., Guy Lipscombe, the artist, and many other distinguished guests, apologised for the non-opening, and Lilian Hall-Davis made a charming speech, announcing her intention

**Golders Green Lido**

It was arranged that the Lido Picture House, Golders Green, the second of the new super cinemas under the direction of E. Carreras and E. E. Lyons, should open to the public last evening (Tuesday).

Circumstances, over which the management had no control, prevented the actual ceremony taking place on the previous day as had been arranged.

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of delaying her visit to the North, so as to be present at the postponed opening.

G. F. Allison, the chairman of the Press Club, also spoke.

The architect of this—the first atmospheric theatre in London—W. J. King, 5, Great James Street, W.C. 1, commissioned Guy Lipscombe, the famous artist, to convey the impression of being under Italian skies, and that the actual atmosphere of the Lido surrounds them. Every little detail is attended to—the fire buckets are old-fashioned pumps, and the attendants are all garbed in true Venetian costume.

There is a wide circle, and seats in all for 2,319.

One of the finest Christie Unit Organs ever put into a picture house, even by Hill & Son and Norman & Beard, has been installed. The organ loft is cleverly camouflaged as an Italian belfry. The house is wired throughout with all the latest appliances for the showing of synchronised pictures, whether with music, effects or talking. The manager is Billie Tyne, and continuous performances are to be held from 2 to 11 daily.

**Will End Picture House**

The Picture House, Will End Road, will be opened on Thursday evening last, after being closed for two weeks, during which time the building, except for the fittings, had been entirely rebuilt.

With all its modern and up-to-date appliances, it is a credit to E. Carreras and E. E. Lyons, the directors, who are now the owners of the Picture House. There is now a picture house which is a credit to the directors of the picture house, which is a credit to the directors of the picture house.

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