

There are 4,305 cinemas in Great Britain. Every night they have brought you the excitement, the drama, the glamour of the great names. They have brought the world to your home-town; they have made famous stars your familiar friends. The entertainment they offer has become an accepted part of your ^{LIFE} ~~standard of living~~; perhaps you have taken it a little too much for granted.

To-day, the ^{CINEMA} industry is facing a crisis - a crisis for which it is not to blame. * ~~SEATS AT SOME~~ ~~places~~ ~~of your local cinema~~ ~~cost~~ ~~of~~ ~~little~~ ~~more~~ ~~than~~ ~~you~~ ~~can~~ ~~get~~ ~~at~~ ~~your~~ ~~local~~ ~~cinema~~ ~~for~~ ~~the~~ ~~price~~ ~~of~~ ~~three~~ ~~and~~ ~~a~~ ~~half~~ ~~hours~~ ~~of~~ ~~the~~ ~~finest~~ ~~entertainment~~ ~~in~~ ~~the~~ ~~world~~ ~~AND~~ ~~THE~~ ~~FINEST~~ ~~VALUE~~ ~~IN~~ ~~ENTERTAINMENT~~

From every pound paid at the box office, entertainment tax ^{TAKES} ~~ON AN AVERAGE~~ six shillings and fourpence. What is left must pay for everything; for the skilled technicians who bring to your screen all the ~~magic~~ magic trapped in those gleaming tins.

It must pay for the men who report to you on the events of our times - the newsreel cameramen, and their backroom colleagues, with their intricate and costly equipment; it must pay for the huge studios where the feature films are made - features that may cost hundreds of thousands of pounds each, without a penny being wasted.

Directly and indirectly, the film industry is a source of livelihood ^{MORE THAN A} for a quarter of a million people; men and women skilled in hundreds of ~~of~~ different trades and professions.

To pay for all this, two-thirds of the box office takings are not enough. Hence the crisis in the industry. ~~And what is happening?~~ And what is happening? This! Last year, two hundred and sixteen cinemas in Britain were forced to close their doors - ~~and~~ one in every twenty! And some of them are the only cinemas for many miles ^{SOUND}.

Here is one town that has recently lost its only cinema. ² We asked the Chairman of the Urban District Council to tell us about it ^{SOUND}.

Yes, ^{THE CINEMA IS} ~~a~~ ~~welcoming~~ ~~place~~. But to-day, in town after town, managers are having to close their cinemas and say goodbye to their staffs. Cinemas which should be prosperous, are being crippled by a tax which ^{DEPRIVES} ~~deprives~~ them of a third of their takings. Unless part of this burden is lifted, many more screens will be darkened - many more ~~friendly~~ lights will go out for the last time ^{SOUND}.