

# DEAL GIVING CONTROL OF 300 CINEMAS.

£14,000,000 CAPITAL.

THE DAILY TELEGRAPH Film Correspondent writes:

Mr. R. B. Bromhead, managing director of the Gaumont-British Pictures Corporation, confirms the statement published in THE DAILY TELEGRAPH yesterday that the offer made by the corporation to purchase shares in the Standard Film Company has been definitely accepted by the shareholders of the latter concern.

Mr. Bromhead, however, prefers to say nothing more definite for the moment. He thinks that in all probability he and his fellow-directors will be able to issue a full statement concerning the transaction and all that it involves by Monday.

The Standard Film Company, of which the directors are Lord Beaverbrook, Lord Ashfield, Sir William Jury, Mr. Andrew P. Holt, and Mr. Will Evans, has an authorised capital of £1,000,000 in £1 shares, which, in accordance with a resolution passed by the board last September, were reduced to 10s nominal value.

Among the assets of the Standard Film Company, Lord Ashfield stated two weeks ago at the annual meeting of Provincial Cinematograph Theatres Construction Company, are a large number (approximately 600,000, it is said) of the Ordinary shares of Provincial Cinematograph Theatres. Control of the Standard Film Company thus virtually carries with it control of Provincial Cinematograph Theatres, which owns about 120 super cinemas in London and the provinces.

These theatres, added to the 200 or so already acquired by Gaumont-British, will give the corporation immediate control of over 300 theatres altogether. In London the Astoria, Avenue Pavilion, Capitol, Marble Arch Pavilion, New Gallery, Shepherd's Bush Pavilion, Tivoli, and others will henceforth all be under the same management.

The total capital involved is in the neighbourhood of £14,000,000, and Gaumont-British Pictures Corporation thus becomes one of the most powerful units in the world's film industry. It combines in itself the three functions, long considered to be mutually antagonistic, of manufacturing, distributing or "renting," and exhibiting films.