

THE  
GAUMONT-KALEE  
**SCREEN REPLACEMENT  
SERVICE**

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*How it benefits the Cinema Exhibitor*

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## A TIMELY INNOVATION

*that will save you money and increase your goodwill*

Today it is more than ever important that all your patrons are *always* able to enjoy seeing a brilliant, glowing picture. Because of smoking in cinemas, and the chemical fumes present in most towns throughout the United Kingdom, a metalised screen eventually becomes tarnished. Its efficiency deteriorates, reflectance is reduced, and a dull, flat picture results. In your own interests, it is essential that this should not be allowed to happen.

There are several reasons why the re-surfacing on site of an aluminised screen is not practicable:—

It would be costly and dangerous, and satisfactory results could not be assured.

It would be necessary, because of the large area to be treated, to erect scaffolding and special lighting.

There would be considerable risk of fire, owing to the low flash-point of the special aluminising medium necessary for re-surfacing modern screens.

Controlled ventilation and heating are vital for correct drying.

To avoid damage, draperies would have to be removed, and in some theatres decorations would have to be masked.

To overcome these difficulties, to solve economically an acute problem for the Exhibitor, and to ensure the consistent satisfaction of your audiences, we have introduced—

**THE GAUMONT-KALEE SCREEN REPLACEMENT SERVICE**

## Scope of the Service

What would otherwise be a formidable item of maintenance can now be effected smoothly and simply as a result of the comprehensive nature of the Gaumont-Kalee Screen Replacement Service. Designed to free you from all worry and minimise expense, it includes:—

- 1 Delivery to your cinema of a perfect replacement screen.
- 2 Dismantling and removal of the tarnished screen.
- 3 Fitting of the replacement screen.
- 4 Re-setting of the masking and magnascopic controllers.

'Miracle Mirror' screens, 'Westone' Stereo screens and *all* makes of metalised screen are covered by the Service.

## The Cost is Low

Replacement charges are as follows:—

—'Westone' Stereo and all makes of metalised screen .. .. . 5/- per square foot  
 'Miracle Mirror' screen .. .. . 6/6 per square foot

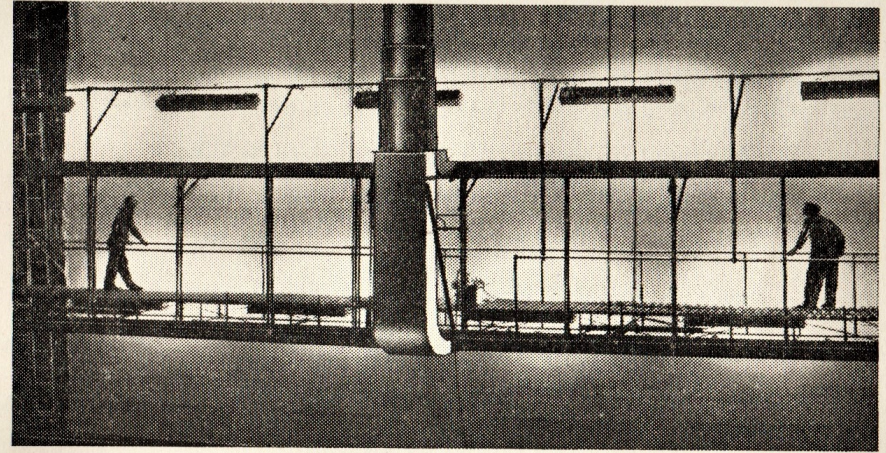
An ordinary metalised screen of any make will be replaced with a re-surfaced metalised screen.

A 'Miracle Mirror' screen will be replaced with a re-surfaced 'Miracle Mirror' screen.

These prices, as you will note, are very reasonable, and to make them possible the Exhibitor is asked to enter into an agreement to take a further replacement screen within two years, on the same basis.

Since the economics of this unique exchange service are based on the reclaiming of the tarnished screens, these must necessarily be in a fit condition for re-surfacing and subsequent re-issue. Should a screen have been painted on site by the ordinary process, or should it be torn or blemished, we shall be glad to advise whether salvage is possible and if replacement can be provided under the terms of the Service.

Applying special aluminised paint to the screen.



## Change of Screen Size

Is your present screen large enough? or is it too large? The Gaumont-Kalee Screen Replacement Service enables you to change it *at a far lower cost than the price of a new screen*. The only qualification is that the replacement screen must, of course, be within the dimensions of your existing screen frame and magnascopic units.

The following examples of comparative costs speak for themselves:—

### INCREASED SIZE

—with aluminised seamless silver Screen.

New screen size, 40 ft × 20 ft.	.. .. .	800 sq. ft.
Present screen, 38 ft. × 20 ft.	.. .. .	760 sq. ft.

Difference: 40 sq. ft.

Replacing 760 sq. ft. Replacement Screen @ 5/- per sq. ft.	.. .. .	£190 0 0
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40 sq. ft. new GAUMONT-KALEE HARKNESS seamless silver Screen @ 10/- per sq. ft.	.. .. .	£20 0 0
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Total Cost: £210 0 0

A new GAUMONT-KALEE HARKNESS seamless silver Screen, 40ft. × 20ft., excluding cost of delivery and installation would cost	.. .. .	£400 0 0
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TOTAL SAVING: over £190 0 0

### EXAMPLE 'MIRACLE MIRROR' SCREEN

A 40 ft. × 20 ft. replacement 'Miracle Mirror' Screen, instead of one measuring 38 ft. 20 ft. would cost £277. A saving of over £323 on the purchase of a new 'Miracle Mirror' Screen of the increased dimensions.

#### DECREASED SIZE

Replacement of aluminised seamless silver Screen,  
38 ft. × 20 ft. (760 sq. ft.) .. .. . £190 0 0

Replacement of aluminised seamless silver Screen,  
36 ft. × 20 ft. (720 sq. ft.) .. .. . £180 0 0

Saving: £10 0 0

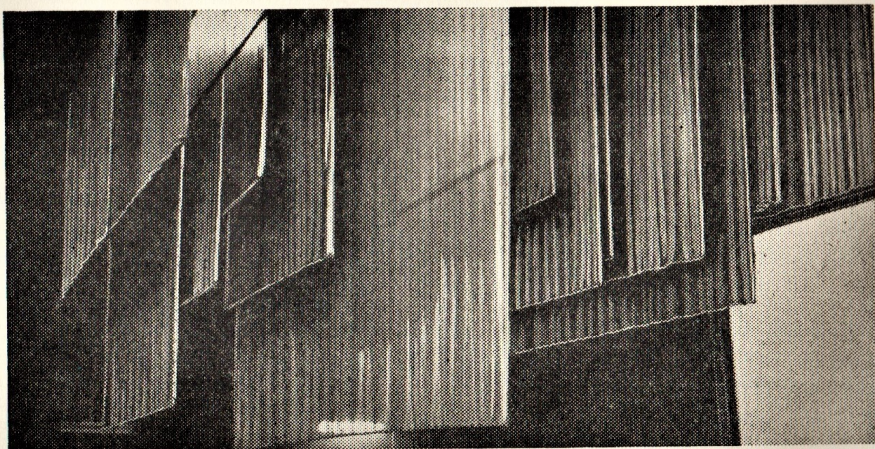
A new GAUMONT-KALEE HARKNESS seam-  
less silver Screen, 36 ft. × 20 ft., excluding cost of  
delivery and installation would cost .. .. . £360 0 0

TOTAL SAVING: over £180 0 0

#### EXAMPLE 'MIRACLE MIRROR' SCREEN

A 36 ft. × 20 ft. replacement 'Miracle Mirror' Screen, instead of one measuring 38 ft. × 20 ft. would cost £234, a saving of £13 on replacement costs, or over £306 on the purchase of a new 'Miracle Mirror' screen of the smaller dimensions.

With either type of exchange, the Exhibitor would be asked to observe the aforementioned agreement and take another replacement screen of the new size within the following two years on the same basis.



*Screens drying after surfacing in the specially heated factory*

#### *To Sum Up*

Stated in their simplest terms, these are the extremely worthwhile advantages offered you by the Gaumont-Kalee Screen Replacement Service:—

CONSTANT HIGH STANDARD OF PICTURE QUALITY  
*maintained at lowest possible cost*

SATISFIED AUDIENCES

NO CLOSING  
*because of fumes and scaffolding.*

NO FIRE RISKS

If you wait until your screen is showing a flat, dull picture, you will lose patrons and the goodwill you have built up with the introduction of the new wide screen. Don't risk it! Remember—no trouble . . . low cost . . . and

ALWAYS A BRILLIANT PICTURE  
WITH THE GAUMONT-KALEE  
SCREEN REPLACEMENT SERVICE

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The prices and examples quoted in this booklet are for the replacement and installation of screens on the Mainland. For situations requiring transport by sea there will be an additional charge for two mens' return fare and the cost of carriage on the returned displaced screen.



*Everything for the Cinema and Theatre*

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