

SAVE THE ELECTRIC!

On February 27th, 1911, the Electric Cinema Theatre opened its doors and began showing films. Over 70 years later, the cinema is still remarkably well preserved and continues to screen films in the form of the Electric Cinema Club, a now world-famous repertory cinema that has been in operation since 1970. With the recent demise of the Biograph Cinema in Victoria, we are now without doubt the oldest surviving custom-built cinema in London, and one that has never closed. Improvements have been made - new projectors, new carpet and seating - but the structure and fittings of the building are essentially as they always have been. The programme has remained as challenging and as entertaining as possible, with arthouse classics and Hollywood greats rubbing shoulders with independent movies and documentaries. A particular glory has been the revival of silent films with live musical accompaniment,

Throughout its long life the Electric has survived innumerable financial crises and technical obstacles, and in common with most cinemas has suffered from the general drop in admissions. Recently the Electric has weathered increasing running costs through the generosity of its director. However this support is about to be withdrawn and the cinema will close unless an alternative source of financial security is found.

The staff of the Electric are forming a co-operative to run the cinema as a non-profit-making venture. To do this we must secure the present leasehold, and eventually purchase the freehold. At the same time we wish to keep the cinema, on which there is a preservation order as a grade 2 historic building, in its present good condition.

Can you help? We need public support and financial backing to succeed with our aim of continuing the present policy of the Electric. To this end we propose to set up a fighting fund to SAVE THE ELECTRIC.

If you are interested in promoting our cause, or helping with our appeal, please contact one of us at the cinema:

Richard Napper

Stan Siegel

David Thompson

ELECTRIC CINEMA CLUB

FINANCIAL SUMMARY

Weekly Operating Costs of the Electric Cinema Club
July 1982 to July 1983

	£ . p
Rent	384 . 50
Rates	27 . 00
Wages	830 . 00
Petty Cash	70 . 00
Electricity	48 . 50
Telephone	22 . 00
Programme	200 . 00
Film Transport	17 . 00
Advertising (H & H)	44 . 00
Sign	12 . 50
Ticket Machine	4 . 50
Refuse Collection	4 . 50
Projection Sundries	18 . 00
Gas	60 . 00
Film Hire	600 . 00
V.A.T.	218 . 00
Extras	39 . 50
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TOTAL	£ 2600 . 00

minimum admission requirement ,(approx)

I300