



# Odeon Cinemas Volume 2: Odeon Cinemas, Vol. 2: From J. Arthur Rank to the Multiplex

*Allen Eyles*

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**Odeon Cinemas Volume 2: Odeon Cinemas, Vol. 2: From J. Arthur Rank to the Multiplex** Allen Eyles  
The second volume tracing the history of Britain's most famous cinema circuit continues the story from 1942 when J. Arthur Rank took control after the death of its founder, Oscar Deutsch. Odeon expanded rapidly and eventually merged with Rank's other circuit, Gaumont cinemas, as part of The Rank Organization. This book shows in great detail how Odeon adapted to the wide screen and roadshow eras, built new cinemas, and converted existing ones to two and three screens but went into a sharp decline until the turnaround in cinema attendance beginning in 1985, fueled by the arrival of American-style multiplexes. By entering the race to build multiplexes and further subdividing its older sites, Odeon reasserted itself to become the largest chain in the United Kingdom .

*Odeon Cinemas 2* is copiously illustrated, with sixteen pages in color. It includes a list of the films given an Odeon circuit release from 1942 to 1959 and a complete record of all the cinemas ever operated by Odeon until it was sold by Rank in 2000.

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