

WELCOME, NEW CINEMA.

It's new and it's news, Sheffield's ABC cinema; the last word for picturegoers. 13-hundred luxury seats, with a 60-foot screen, doing justice to the epic dramas of which only the cinema is capable. This is how A.B.C. is meeting the Sheffield demand for the very best the cinema industry can provide. Relaxing in the refreshment lounge were Richard Todd and some friends, for this new cinema will be a meeting place, a social club, of which Sheffield folk are going to take big advantage. The architects have omitted nothing that people could possibly want.

The official opening was a big Sheffield event. June Thorburn, Producer Frank Godwin, and Dawn Barret took the chloeker's eye, on the sort of opening night rarely seen outside London. Hard on their heels, and also appearing in DON'T BOTHER TO KNOCK, were Nicole Muarey and Richard Todd.

The Lord Mayor and Lady Mayoress graced the event by their presence - an indication that the new cinema has an important place in Sheffield civic life. They used to say that what the north does today, the rest of the country does tomorrow, so many more towns may soon be following Sheffield's lead.

Congratulations to Sheffield for providing a fine theatre, worthy of a great city and the finest films.