

ASSOCIATED BRITISH-PATHE LIMITED

TELEVISION SCRIPT

Product Opening Sheffield A. B. C. Length 60 seconds Date 17.9.61.

VISION

SOUND

Establishing scenes of cinema with angle shots of facade.

The world's most modern cinema, the magnificent new A.B.C. Sheffield is now open.

Exterior scenes of stars arriving with crowds, police, etc.

Hundreds of Sheffield cinemagoers saw Richard Todd, Nicole Maurey and June Thorburn arrive at the A.B.C. for the world premiere of "Don't Bother to Knock".

Foyer scenes of arrivals, greetings.

Everyone, yes everyone, was there and they loved this gay captivating comedy in Cinescope and Technicolour. So will you.

Various angles of stars and dignitaries.

Angle shot 'Don't Bother to Knock' posters.

Scenes showing general amenities of new cinema.

You'll enjoy the luxury of this wonderful new cinema, designed for your comfort and pleasure.

Title card which reads
Visit

The Superb New
A.B.C.
Sheffield.

Be among the first to
Visit the superb A.B.C.
Sheffield for an evening
of great entertainment.

Superimposed over A.B.C. symbol.