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'GWTW' Has Broken Every Boxoffice Record

NEW YORK, April 5. — David O. Selznick's production of "Gone With the Wind," now presented by Metro-Goldwyn-Mayer in tribute to the year of the Civil War Centennial, has broken every box office record in motion picture history. Its gross film rentals alone total a staggering \$59,000,000, with approximately \$35,000,000 from the United States and Canada and the other \$24,000,000 from overseas.

It has played in practically every city in the world, including those behind the Iron Curtain, where seized prints are exhibited. Its record-breaking aggregate audience totals more than 120,000,000 people and it has been shown somewhere every day since it first opened 21 years ago. It won a then unprecedented 10 Academy Awards, including the Thalberg Award given to Producer Selznick for "most consistent high quality of production."

Clark Gable became Hollywood's "King" as a result of his portrayal as Rhett Butler. The picture also proved a turning point in the careers of Vivien Leigh, who won an "Oscar" as best actress of the year for her role as Scarlett; Olivia de Havilland and Leslie Howard.

Although the Academy Awards are recognized as the final accolade, there were many other honors and tributes. At opposite ends of the pole, for example, Winston Churchill sent a personal message of congratulations and Adolph Hitler seized a print and ran it over and over for his personal pleasure.

It was released in England during the Battle of Britain and moviegoers queued up at the box office, ignoring the Nazi bombs. It missed playing four years in two theaters in London by only seven weeks. Its longest continuous run was in Paris, where it played for three years and 11 months.

"Gone With the Wind" runs three hours and 40 minutes. The final edited film contains 19,980 feet, just short of four miles long. More prints have been made than of any picture in history. Concurrently with the record-shattering success of the film has been the success of Margaret Mitchell's novel. The original hard-cover edition consisted of 1,037 pages. It sold 50,000 copies the first day it was issued, shattering all fiction records. It

won the Pulitzer Prize and was declared the most distinguished novel of the year by the American Booksellers Association.

Since first issued, it has had over 70 printings and has been translated into 24 languages. The paperback edition, running 862 pages, was first issued in 1954. It has since had two other printings with the most recent, in early 1960, selling 706,199 copies. Counting all editions, it is estimated that the book has sold more than 6,000,000 copies in this country and some 10,000,000 in all nations. It is recommended reading in many schools as a book which, like the picture, tells of a glorious and dramatic epoch in our history.