

## Document Citation

Title	<b>Gone with the wind</b>
Author(s)	
Source	<i>Metro-Goldwyn-Mayer</i>
Date	1954
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	33
Subjects	Gable, Clark (1901-1960), Cadiz, Ohio, United States Leigh, Vivien (1913-1967), Darjeeling, West Bengal, India
Film Subjects	Gone with the wind, Fleming, Victor, 1939



# M-G-M PRESS BOOK

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## "GONE WITH THE WIND"

### GREATER THAN EVER ON WIDE SCREEN!

THE GREATEST MOTION  
PICTURE EVER MADE!

DAVID O. SELZNICK'S  
PRODUCTION OF  
MARGARET MITCHELL'S  
STORY OF THE OLD SOUTH

# GONE WITH THE WIND

in **TECHNICOLOR**

**FULL LENGTH! UNCHANGED!**

...s and 40 minutes of thrills.  
...eatest money's  
...show business!

...ture that won  
...emy Awards!

Starring

**CLARK GABLE**  
**VIVIEN LEIGH**

**LESLIE OLIVIA**  
**HOWARD • de HAVILLAND**

A SELZNICK INTERNATIONAL PICTURE



Rhett takes  
Scarlett  
in his arms!

**SEE**

... Atlanta in  
flames!  
... The holocaust  
in the railroad  
yards!  
... The fierce  
Yankee assault  
on Tara Hall!  
... The screen's  
most exciting  
love story!

Directed by **VICTOR FLEMING** • Screen Play by **SIDNEY HOWARD** • Music by **MAX STEINER**

AD MAT NO. 406

4 COLS. x 9½" (532 LINES)



## PLAYERS

### AT TARA, THE O'HARA PLANTATION IN GEORGIA:

GERALD O'HARA	Thomas Mitchell
ELLEN O'HARA	Barbara O'Neil
SCARLETT O'HARA	Vivien Leigh
SUELLEN O'HARA	Evelyn Keyes
CARREEN O'HARA	Ann Rutherford
BRENT TARLETON	George Reeves
STUART TARLETON	Fred Crane
MAMMY	Hattie McDaniel
PORK	Oscar Polk
PRISSY	Butterfly McQueen
JONAS WILKERSON	Victor Jory
BIG SAM	Everett Brown

\* \* \*

### AT TWELVE OAKS, THE NEARBY WILKES PLANTATION:

JOHN WILKES	Howard Hickman
INDIA WILKES	Alicia Rhett
ASHLEY WILKES	Leslie Howard
MELANIE HAMILTON	Olivia de Havilland
CHARLES HAMILTON	Rand Brooks
FRANK KENNEDY	Carroll Nye
RHETT BUTLER	Clark Gable

\* \* \*

### AT THE BAZAAR IN ATLANTA:

AUNT "PITTYPAT" HAMILTON	Laura Hope Crews
UNCLE PETER	Eddie Anderson
DOCTOR MEADE	Harry Davenport
MRS. MEADE	Leona Roberts
MRS. MERRIWETHER	Jane Darwell
BELLE WATLING	Ona Munson

and

A YANKEE DESERTER	Paul Hurst
BONNIE BLUE BUTLER	Cammie King
JOHNNY GALLEGHER	J. M. Kerrigan
PHIL MEADE	Jackie Moran
BONNIE'S NURSE	Lillian Kemble Cooper
CATHLEEN CALVERT	Marcella Martin
BEAU WILKES	Mickey Kuhn
THE CORPORAL	Irving Bacon
A MOUNTED OFFICER	William Bakewell
EMMY SLATTERY	Isabel Jewell
AN AMPUTATION CASE	Eric Linden
TOM, A YANKEE CAPTAIN	Ward Bond
REMINISCENT SOLDIER	Cliff Edwards
A RENEGADE	Yakima Canutt
A HUNGARY SOLDIER	Louis Jean Heydt
A YANKEE BUSINESS MAN	Olin Howland
THE YENKEE MAJOR	Robert Elliott
MAYBELLE MERRIWETHER	Mary Anderson

## CREDITS

Produced by DAVID O. SELZNICK; Directed by VICTOR FLEMING; Based on MARGARET MITCHELL's novel, "Gone With the Wind"; Screen Play by SIDNEY HOWARD; Photographed in TECHNICOLOR; Musical Score: MAX STEINER; This Production Designed by WILLIAM CAMERON MENZIES; Special Photographic Effects: JACK COSGROVE; Photographed by ERNEST HALLER, A.S.C.; Technicolor Associates: RAY RENNAHAN, A.S.C., WILFRID M. CLINE, A.S.C.; Art Direction by LYLE WHEELER; Interiors by JOSEPH B. PLATT; Interior Decoration by EDWARD G. BOYLE; Costumes Designed by WALTER PLUNKETT; Supervising Film Editor: HAL C. KERN; Associate Film Editor: JAMES E. NEWCOM; Scenario Assistant: BARBARA KEON; Production Manager: RAYMOND A. KLUNE; Assistant Director: ERIC G. STACEY; Recorder: FRANK MAHER; Technicolor Co. Supervision: NATALIE KALMUS; Assistant Musical Director: LOU FORBES; Historian: WILBUR G. KURTZ; Technical Advisors: SUSAN MYRICK, WILL PRICE.

## RETURN IN ALL-TIME GREAT FILM



Still SIP-108-339

Gone With the Wind Mat 2-D

"GONE WITH THE WIND" ON WIDE SCREEN! . . . Clark Gable and Vivien Leigh in a scene from David O. Selznick's production of "Gone With the Wind," one of the great motion pictures of all time, now brought to the Theatre in its new wide screen presentation.

## SCENES SHOWING BURNING OF ATLANTA MORE BREATHTAKING ON WIDE SCREEN!

Of 30 huge sets created from 3,000 sketches for David O. Selznick's production of "Gone With the Wind," the most pretentious was that of the war-torn city of Atlanta, Georgia, where munitions warehouses were burned by retreating soldiers.

The spectacular fire, among the never-to-be-forgotten scenes of the epic Technicolor drama, starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland, is given even greater scope and dramatic impact in its wide screen presentation.

The impressive backgrounds of Atlanta in 1864 were reproduced on 20 acres. Warehouses, cotton gins, lumber yards and a Confederate arsenal arose from a pattern of steel engravings and Civil War photographs. The call went out for 1,200 extras and that night a crowd estimated by Los Angeles police at 10,000 gathered in the Baldwin Hills, south of the movie set.

A special effects expert took over and the group of 36 buildings, most of them three stories in height, was piped with a battery of spray

nozzles, concealed in the doomed structures. A centrifugal pump, connected on three 5000-gallon tanks, served the mixture of gasoline and distillate. With the pressing of a button, the pump responded with tremendous pressure through the atomizing "fog nozzle" and flames sprang up in a dozen places to a height of 200 feet.

### Important! For Theatres Without Wide Screen!

THE PUBLICITY STORIES ON THIS PAGE STRESS THE WIDE SCREEN PRESENTATION OF "GONE WITH THE WIND." EXHIBITORS WHOSE THEATRES DO NOT HAVE A WIDE SCREEN SHOULD ELIMINATE ALL REFERENCES TO WIDE SCREEN IN STORIES SENT TO NEWSPAPERS. IN THIS CASE, THE ACCENT IN PUBLICITY STORIES SHOULD BE ON "THE GREATEST MOTION PICTURE EVER MADE!"

### SEEN AS MELANIE



Still SIP-108-371

Gone With the Wind Mat 1-C

"GONE WITH THE WIND" ON WIDE SCREEN! . . . Olivia de Havilland as Melanie in David O. Selznick's production of "Gone With the Wind," one of the greatest motion pictures of all time, now brought to the Theatre in its new wide screen presentation. Clark Gable, Vivien Leigh and Leslie Howard also star in the never-to-be-forgotten Technicolor filmization of Margaret Mitchell's famous novel.

## RHETT BUTLER ROLE CLINCHED GABLE FAME

Mr. Gable Became Hollywood's "King" After "Gone With the Wind"

Although Clark Gable had already won an "Oscar" from the Academy of Motion Picture Arts and Sciences before Producer David O. Selznick selected him for the highly coveted role of Rhett Butler in "Gone With the Wind," his spectacularly successful portrayal of Rhett clinched his tremendous popularity with movie fans the world over and helped earn him the title of Hollywood's "king."

Now filmgoers will be able to see this memorable Gable portrayal again in the new wide screen presentation of Selznick's production of the famous Margaret Mitchell novel, coming to the Theatre. Vivien Leigh, Leslie Howard and Olivia de Havilland are the other stars of the epic picture, which has gone down in film history as one of the greatest ever made.

Gable stepped into the role of Rhett Butler following outstanding performances in such pictures as "China Seas," "Mutiny on the Bounty," "San Francisco," "Test Pilot," "Too Hot to Handle" and "Idiot's Delight." After "Gone With the Wind" he increased his stature with hits in "Boom Town," "Comrade X," "Honky Tonk" and "Somewhere I'll Find You," then spent three years in the Army Air Corps. Following the war he returned to Hollywood to star in "The Hucksters," "Command Decision," "Never Let Me Go" and "Mogambo," among others. His next will be "Betrayed," co-starring Lana Turner.

Gable was born in Cadiz, Ohio, and caught the acting bug at the age of fifteen after seeing a performance of "The Bird of Paradise" in Akron, Ohio, where he was working in a rubber factory. It was not, however, until after he had tried his hand at a number of other occupations — oil drilling, selling, lumber-jacking — that he finally arrived as a Broadway actor in 1925. He played a bit part in "The Great Diamond Robbery," subsequently going on the road in "Romeo and Juliet" and "What Price Glory."

It was his role as Killer Mears in "The Last Mile" in 1930 which won him Hollywood attention and he made his film debut in "The Painted Desert." Then came his big hits in "A Free Soul," "Strange Interlude" and "It Happened One Night." The last named won Gable the Academy Award for 1934.

## A NEVER-TO-BE-FORGOTTEN TEAM



Still SIP-108-127 X

Gone With the Wind Mat 2-C

"GONE WITH THE WIND" ON WIDE SCREEN! . . . Clark Gable as Rhett Butler and Vivien Leigh as Scarlett O'Hara in one of the never-to-be-forgotten scenes of David O. Selznick's production of "Gone With the Wind," which comes to the Theatre this week in its new wide screen presentation. The giant screen gives even greater spectacle and dramatic impact to the memorable Technicolor filmization of Margaret Mitchell's famed novel of the South during the turbulent Civil War era.

## SPECTACULAR "GONE WITH THE WIND" SEQUENCE CALLED FOR 1,230 EXTRAS!

Although such recent spectacles as "Knights of the Round Table," "Ivanhoe" and "Quo Vadis" employed thousands of extras in their scenes, the all-time record for the number of extra players used in a single scene is still held by David O. Selznick's production of "Gone With the Wind."

The Technicolor filmization of Margaret Mitchell's famous novel, starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland, now returns to the Theatre in its new wide screen presentation, offering even greater panoramic scope and spectacle to this never-to-be-forgotten drama of the South during its turbulent Civil War era.

Twelve-thousand days of employment were given to bit players and extras during filming of "Gone With the Wind." The largest number to appear in a single scene was 1,230, who represented the residents of Atlanta, Georgia, and soldiers of the Union and Confederate armies in the spectacular destruction of many parts of Atlanta at the time of burning of the arsenal.

In order to handle the vast crowds of actors, an elaborate chart system was set up by which each player was able to establish his position in a scene so that he would be able to return to his exact spot on the set after a scene, either to re-play it or to proceed with new action.



*Greater Than Ever On Wide Screen!*

DAVID O. SELZNICK'S  
Production of MARGARET MITCHELL'S Story of the Old South

# "GONE WITH THE WIND"

COLOR BY  
*Technicolor*

**FULL-LENGTH! THE SAME GREAT PICTURE THE WORLD HAS ACCLAIMED!**

If you haven't seen it, it's a **MUST!** If you've seen it,  
you'll want to enjoy its thrills all over again!

**3 HOURS and  
40 MINUTES OF  
UNPARALLELED THRILLS!**

Greatest money's worth  
in Show Business!



**SEE! ATLANTA IN FLAMES...  
MIGHTIEST SPECTACLE EVER FILMED!**



Honeymoon in New Orleans! The war a  
forgotten memory—Rhett and Scarlett find  
moments of happiness—together!



"Tighter, Mammy! Mr. Butler will be at the  
ball! I *must* be beautiful!"... The prelude  
to a fateful meeting!



A clash of wills more stirring than the  
clash of armies! Proud, dashing Rhett—  
and tempestuous, willful Scarlett!



**RHETT  
TAKES  
SCARLETT  
IN HIS ARMS...  
the most exciting moment  
in movie annals!**



She knew that Ashley owed his love to  
another...but once he held Scarlett in his  
arms, he fell prey to her charms!



Rhett returns to Belle Watling for consola-  
tion and understanding...scorned though  
she is by the "respectable" folks of the city.

STARRING

**CLARK GABLE  
VIVIEN LEIGH**

**LESLIE HOWARD • OLIVIA de HAVILLAND**

**A SELZNICK INTERNATIONAL PICTURE**

Directed by **VICTOR FLEMING** • Screen Play by **SIDNEY HOWARD** • Music by **Max Steiner**

**AD MAT NO. 408**

**4 COLS. x 14¼" (800 LINES)**



FULL LENGTH!  
UNCHANGED!

GREATER ON  
WIDE  
SCREEN!

DAVID O. SELZNICK'S  
PRODUCTION OF  
MARGARET MITCHELL'S  
STORY OF THE OLD SOUTH

# GONE WITH THE WIND

in TECHNICOLOR



Starring

CLARK GABLE  
VIVIEN LEIGH  
LESLIE HOWARD  
OLIVIA de HAVILLAND  
A SELZNICK INTERNATIONAL  
PICTURE

Directed by VICTOR FLEMING  
Screen Play by SIDNEY HOWARD  
Music by MAX STEINER

AD MAT NO. 110 1 COL. x 9 1/2" (133 LINES)

GREATER THAN EVER ON WIDE SCREEN!

The fascinating love story  
of Scarlett O'Hara  
and  
Rhett  
Butler!

FULL LENGTH!

3 hours and 40 minutes  
of Memorable Thrills!

Atlanta in flames!

The frantic flight for refuge!

The fierce Yankee assault  
on Tara Hall!

DAVID O. SELZNICK'S  
PRODUCTION OF  
MARGARET MITCHELL'S  
STORY OF THE OLD SOUTH

# GONE WITH THE WIND

in TECHNICOLOR

Starring

CLARK GABLE  
VIVIEN LEIGH

LESLIE HOWARD • OLIVIA de HAVILLAND

Directed by VICTOR FLEMING

Screen Play by SIDNEY HOWARD

Music by MAX STEINER

A SELZNICK INTERNATIONAL PICTURE

AD MAT NO. 407

4 COLS. x 7" (392 LINES)

GREATER  
ON WIDE SCREEN!

DAVID O. SELZNICK'S  
Production of  
MARGARET MITCHELL'S  
Story of the OLD SOUTH

## GONE WITH THE WIND

in TECHNICOLOR

A SELZNICK INTERNATIONAL PICTURE

AD MAT NO. 113

1 COL. x 2" (28 LINES)

GREATER THAN EVER ON WIDE SCREEN!

THE GREATEST MOTION  
PICTURE EVER MADE!

DAVID O. SELZNICK'S Production of  
MARGARET MITCHELL'S Story of the Old South

## GONE WITH THE WIND

Starring

CLARK GABLE • VIVIEN LEIGH

LESLIE HOWARD

OLIVIA de HAVILLAND

Technicolor

A SELZNICK INTERNATIONAL PICTURE

FULL LENGTH!

UNCHANGED!

every scene... every word...

3 hours and 40 minutes  
of thrills upon  
thrills!

Directed by VICTOR FLEMING Screen Play by SIDNEY HOWARD Music by MAX STEINER

AD MAT NO. 307

3 COLS. x 4" (168 LINES)



# GREATER THAN EVER ON WIDE SCREEN!

DAVID O. SELZNICK'S  
Production of MARGARET MITCHELL'S  
Story of the Old South

# GONE WITH THE WIND

COLOR BY  
*Technicolor*

**FULL LENGTH! THE SAME GREAT  
PICTURE THE WORLD HAS ACCLAIMED!**

If you haven't seen it, it's a **MUST!**  
If you've seen it, you'll want to  
enjoy its thrills all over again!

**3 HOURS and  
40 MINUTES OF  
UNPARALLELED  
THRILLS!**

Greatest money's worth  
in Show Business!

**RHETT  
TAKES  
SCARLETT  
IN HIS ARMS...**  
the most  
exciting moment  
in movie annals!



**SEE! ATLANTA IN FLAMES...  
MIGHTIEST SPECTACLE EVER FILMED!**

STARRING

**CLARK GABLE  
VIVIEN LEIGH**

**LESLIE OLIVIA  
HOWARD • de HAVILLAND**  
A SELZNICK INTERNATIONAL PICTURE

Directed by **VICTOR FLEMING**

Screen Play by **SIDNEY HOWARD** • Music by **Max Steiner**



A clash of wills more stirring than the  
clash of armies! Proud, dashing Rhett—  
and tempestuous, willful Scarlett!



She knew that Ashley owed his love to  
another... but once he held Scarlett in  
his arms, he fell prey to her charms!



Honeymoon in New Orleans! The war a  
forgotten memory—Rhett and Scarlett  
find moments of happiness—together!



"Tighter, Mammy! Mr. Butler will be at  
the ball! I *must* be beautiful!"... The  
prelude to a fateful meeting!



Rhett returns to Belle Watling for consola-  
tion and understanding... scorned though  
she is by the "respectable" folks of the city.

AD MAT NO. 308

3 COLS. x 15" (630 LINES)

**GREATER ON WIDE SCREEN!  
FULL LENGTH! UNCHANGED!**



**THE  
GREATEST  
MOTION  
PICTURE  
EVER  
MADE**

DAVID O. SELZNICK'S Production  
of MARGARET MITCHELL'S Story of

**GONE WITH  
THE WIND**

in **TECHNICOLOR**

**CLARK GABLE • VIVIEN LEIGH  
LESLIE HOWARD • OLIVIA de HAVILLAND**  
A SELZNICK INTERNATIONAL PICTURE

Directed by **VICTOR FLEMING** • Screen Play by **SIDNEY HOWARD**  
Music by **MAX STEINER**

AD MAT NO. 111 1 COL. x 4" (56 LINES)

**NOW ON THE WIDE SCREEN!**



**FULL LENGTH! UNCHANGED!**

DAVID O. SELZNICK'S Production of  
**GONE WITH THE WIND**  
in **TECHNICOLOR**

AD MAT NO. 115

1 COL. x 1" (14 LINES)

**GREATER THAN EVER ON WIDE SCREEN!**



DAVID O. SELZNICK'S  
PRODUCTION OF  
MARGARET MITCHELL'S  
STORY OF THE OLD SOUTH

**GONE WITH THE WIND**

Starring

**CLARK GABLE • VIVIEN LEIGH • LESLIE HOWARD  
OLIVIA de HAVILLAND** • A SELZNICK INTERNATIONAL PICTURE



in **TECHNICOLOR**

Directed by **VICTOR FLEMING** • Screen Play by **SIDNEY HOWARD** • Music by **MAX STEINER**

AD MAT NO. 208

2 COLS. x 3 3/4" (106 LINES)



The **GREATEST**  
MOTION PICTURE  
EVER MADE...

Now—more  
glorious, more  
breath-taking  
ON OUR GREAT  
WIDE-VISION  
SCREEN!  
STEREOPHONIC  
SOUND!



THE  
ONLY  
PICTURE  
EVER  
TO WIN  
10  
ACADEMY  
AWARDS!

**NO ADVANCE  
IN PRICES!**

**COMPLETE! INTACT!**  
*Exactly as originally shown!*

DAVID O. SELZNICK'S  
Production of  
MARGARET MITCHELL'S  
Story of the Old South

# "GONE WITH THE WIND"

*in Technicolor*

Starring

**Clark GABLE**

as "RHETT BUTLER"

**Vivien LEIGH**

as "SCARLETT O'HARA"

**Leslie HOWARD**

as "ASHLEY WILKES"

**Olivia deHAVILLAND**

as "MELANIE"

A Selznick International Picture

Directed by **VICTOR FLEMING**

Screen Play by Sidney Howard • Music by Max Steiner

CONTINUOUS SHOWINGS!

THEATRE

DOORS  
OPEN  
9 A.M.

AD MAT No. L-301 • 3 Cols. x 8 1/2" (357 Lines)

BELOW: A Variety of slug spots; the WIDE-SCREEN spots can be used in Gone With The Wind ads. Save the others for future use. Order from NATIONAL SCREEN SERVICE.

**On  
Our New  
Giant  
Screen!**

**ON OUR  
NEW WIDE  
SCREEN WITH  
STEREOPHONIC  
SOUND!**

**STEREOPHONIC  
SOUND!  
GIANT WIDE  
SCREEN!**

**STEREOPHONIC SOUND!**

**Stereophonic Sound!  
Giant Wide Screen!**

**WITH  
STEREOPHONIC SOUND  
ON OUR  
NEW WIDE SCREEN!**

**On Our  
New Giant  
Screen!**

**On Our  
New Giant  
Screen!**

**Stereophonic Sound!**

**On Our New Wide Screen  
With Stereophonic Sound!**

**ON OUR NEW  
GIANT SCREEN!**

**With  
Stereophonic  
Sound  
On Our New  
Wide Screen!**

**Giant  
Screen!**

**ON  
OUR NEW  
GIANT  
SCREEN!**

**STEREOPHONIC  
SOUND!  
GIANT WIDE  
SCREEN!**

**WITH STEREOPHONIC SOUND!**

## RADIO COPY

### ONE MINUTE LIVE ANNOUNCEMENT No. 1

ANNCR: Now it's on the WIDE SCREEN! With Stereophonic Sound! THE GREATEST MOTION PICTURE OF ALL TIME! "GONE WITH THE WIND". From the sensational-best-selling novel that thrilled the whole world! "GONE WITH THE WIND"! In magnificent Technicolor! "GONE WITH THE WIND"! The only picture ever to win TEN ACADEMY AWARDS! "GONE WITH THE WIND"! Uncut! . . . Unchanged! More than three hours of sheer entertainment, starring Clark Gable . . . Vivien Leigh . . . Leslie Howard . . . and Olivia deHavilland and a cast of thousands! ON THE WIDE SCREEN! See Atlanta in flames! See gorgeous Scarlett O'Hara — setting men's hearts afire. See Clark Gable and Vivien Leigh in the screen's most fiery romance! "GONE WITH THE WIND"! Applauded unanimously by the nation's critics! The most widely-praised picture ever produced! Don't miss David O. Selznick's production of Margaret Mitchell's Story of the Old South . . . "GONE WITH THE WIND"! In gorgeous Technicolor! Beautiful as ever ON THE WIDE SCREEN! With Stereophonic Sound!

### ONE MINUTE LIVE ANNOUNCEMENT No. 2

ANNCR: Of all the great entertainment that has flashed across the motion picture screen, one picture stands out above all others . . . shining in magnificence . . . tremendous in scope . . . fiery with unforgettable romance . . . spectacular in gorgeous Technicolor . . . That picture is "GONE WITH THE WIND"! The greatest motion picture of all time. Now you can see it — for the first time on the WIDE SCREEN. With Stereophonic Sound! "GONE WITH THE WIND"! Margaret Mitchell's best-selling novel! Starring Clark Gable . . . Vivien Leigh . . . Leslie Howard . . . Olivia deHavilland and a tremendous cast of thousands. Thrill again to the fascinating story of the Old South. You'll see beautiful Scarlett O'Hara fall in love with dashing Rhett Butler! . . . in the tumultuous romance that thrilled the world. It's the only picture that ever won TEN ACADEMY AWARDS — uncut — unchanged — more than three hours of sheer entertainment! Don't miss David O. Selznick's magnificent Technicolor production . . . "GONE WITH THE WIND"! On the WIDE SCREEN! With Stereophonic Sound!

### 1/2 MINUTE LIVE ANNOUNCEMENT No. 1

ANNCR: The greatest motion picture ever made . . . Now, on the WIDE SCREEN . . . with stereophonic sound — unforgettablely brought to life by Clark Gable . . . Vivien Leigh . . . Leslie Howard . . . Olivia deHavilland. Here is the smoldering romance of beautiful Scarlett O'Hara and dashing Rhett Butler! Here is the only picture that ever won 10 Academy Awards! Don't miss David O. Selznick's "GONE WITH THE WIND"! Uncut . . . unchanged . . . more than three hours of wonderful entertainment! Better than ever ON THE WIDE SCREEN! With Stereophonic Sound! In Technicolor!

### 1/2 MINUTE LIVE ANNOUNCEMENT No. 2

ANNCR: "GONE WITH THE WIND" . . . NOW . . . ON THE WIDE SCREEN . . . with Stereophonic Sound . . . with such brilliant stars as Clark Gable . . . Vivien Leigh . . . Olivia deHavilland and a cast of thousands. Here is all spectacle . . . With Atlanta in flames . . . armies locked in titanic battle. Here is the only picture that ever won 10 Academy Awards. Don't miss David Selznick's "GONE WITH THE WIND" . . . Uncut . . . ON THE WIDE SCREEN! In Technicolor!

### LIVE ANNOUNCEMENT No. 1

ANNCR: See THE GREATEST MOTION PICTURE OF ALL TIME . . . Now . . . ON THE WIDE SCREEN! "GONE WITH THE WIND"! See Clark Gable . . . Vivien Leigh . . . Leslie Howard . . . Olivia deHavilland — in David O. Selznick's "GONE WITH THE WIND"! In Technicolor! Now ON THE WIDE SCREEN! With Stereophonic Sound.

### LIVE ANNOUNCEMENT No. 2

ANNCR: See Clark Gable! Vivien Leigh! Leslie Howard! Olivia deHavilland in the GREATEST MOTION PICTURE OF ALL TIME! David O. Selznick's unforgettable "GONE WITH THE WIND"! Now ON THE WIDE SCREEN! With Stereophonic Sound! Uncut! Unchanged! Technicolor!



# SPECIAL AD SLUGS—ALL ON ONE MAT

Here's an invaluable assist to easier advertising preparation.  
Slugs in two sizes for many purposes, double features,  
coming attractions, starting days, hold-overs, etc.

**2** *Action-filled*  
**FEATURES**

**2** *great!*  
**FEATURES**

**NOW PLAYING**

**TOMORROW!**

*Hurry! Hurry!* **LAST 2 DAYS**

**LAST DAY**

**ALSO**

**COMING!**

**PLUS THIS BIG ONE**

**OUR NEXT ATTRACTIONS**

**NOW!**

**AND**

Order—  
**SPECIAL MAT No. 3**  
from your local Branch of  
**NATIONAL SCREEN SERVICE**

*Starting* **TOMORROW**

*Starting* **SUNDAY**

*Starting* **TODAY**

**It's HERE!**

**COMING SOON!**

**PLUS!**

**NOW Showing!**

**LAST 2 DAYS**

**HIT NO. 1**

**2 BIG HITS**

**HIT NO. 2**

**BIG DOUBLE FEATURE**

**3<sup>rd</sup> RECORD BREAKING WEEK!**

**HELD OVER**

**2<sup>nd</sup> WEEK**

**2<sup>nd</sup> BIG WEEK HELD OVER**

**3<sup>rd</sup> RECORD-BREAKING WEEK!**

**HELD OVER Again! 3<sup>rd</sup> RECORD-BREAKING WEEK!**

**OPENING Tomorrow!**

**Starting MONDAY**

**Starting TUESDAY!**

**STARTING Wednesday!**

**Starting THURSDAY!**

**Starting FRIDAY!**

**Starting SATURDAY**



# COMPLETE CAMPAIGN MAT 35c

All of These Ad and Scene Cuts On One Mat

FULL LENGTH! UNCHANGED!  
DAVID O. SELZNICK'S Production of  
**GONE WITH THE WIND**  
in TECHNICOLOR  
CLARK GABLE • VIVIEN LEIGH  
LESLIE HOWARD • OLIVIA de HAVILLAND

DAVID O. SELZNICK'S Production  
**GONE WITH THE WIND**  
TECHNICOLOR

DAVID O. SELZNICK'S Production  
**GONE WITH THE WIND** IN TECHNICOLOR  
CLARK GABLE • VIVIEN LEIGH • LESLIE HOWARD • OLIVIA de HAVILLAND

GREATER ON WIDE SCREEN!  
FULL LENGTH! UNCHANGED!  
DAVID O. SELZNICK'S Production of  
MARGARET MITCHELL'S Story of the OLD SOUTH  
**GONE WITH THE WIND**  
Starring  
CLARK GABLE • VIVIEN LEIGH  
LESLIE HOWARD  
OLIVIA de HAVILLAND  
in TECHNICOLOR  
A SELZNICK INTERNATIONAL PICTURE

AD MAT NO. 114

1 COL. x 2" (28 LINES)

ON WIDE SCREEN! FULL LENGTH!  
DAVID O. SELZNICK'S Production of MARGARET MITCHELL'S Story of the OLD SOUTH  
**GONE WITH THE WIND**  
CLARK GABLE • VIVIEN LEIGH • LESLIE HOWARD  
OLIVIA de HAVILLAND  
A SELZNICK INTERNATIONAL PICTURE  
in TECHNICOLOR!

AD MAT NO. 116

1 COL. x 1" (14 LINES)

ON WIDE SCREEN! UN CUT! FULL LENGTH!  
DAVID O. SELZNICK'S Production of MARGARET MITCHELL'S Story of the OLD SOUTH  
**GONE WITH THE WIND**  
A SELZNICK INTERNATIONAL PICTURE in TECHNICOLOR

AD MAT NO. 210

2 COLS. x 1" (28 LINES)

GREATER THAN EVER ON WIDE SCREEN!  
FULL LENGTH! UNCHANGED!  
DAVID O. SELZNICK'S Production of MARGARET MITCHELL'S Story of the Old South  
**GONE WITH THE WIND**  
Starring  
CLARK GABLE • VIVIEN LEIGH • LESLIE HOWARD  
OLIVIA de HAVILLAND  
A SELZNICK INTERNATIONAL PICTURE  
in TECHNICOLOR

AD MAT NO. 209

2 COLS. x 2" (56 LINES)



GONE WITH THE WIND MAT 1-D

GREATER ON WIDE SCREEN!  
FULL LENGTH! UNCHANGED!  
DAVID O. SELZNICK'S Production of  
MARGARET MITCHELL'S Story of Old South  
**GONE WITH THE WIND**  
Starring  
CLARK GABLE • VIVIEN LEIGH  
LESLIE HOWARD  
OLIVIA de HAVILLAND  
A SELZNICK INTERNATIONAL PICTURE  
in TECHNICOLOR

Directed by VICTOR FLEMING Screen Play by SIDNEY HOWARD  
Music by MAX STEINER

AD MAT NO. 112 1 COL. x 3" (42 LINES)



GONE WITH THE WIND MAT 2-A

GREATER THAN EVER ON WIDE SCREEN!  
FULL LENGTH!  
3 hours and 40 minutes  
of thrills!  
DAVID O. SELZNICK'S Production of  
MARGARET MITCHELL'S Story of Old South  
**GONE WITH THE WIND**  
Starring  
CLARK GABLE  
VIVIEN LEIGH  
LESLIE HOWARD • OLIVIA de HAVILLAND  
A SELZNICK INTERNATIONAL PICTURE  
Directed by VICTOR FLEMING Screen Play by SIDNEY HOWARD  
Music by MAX STEINER

AD MAT NO. 207

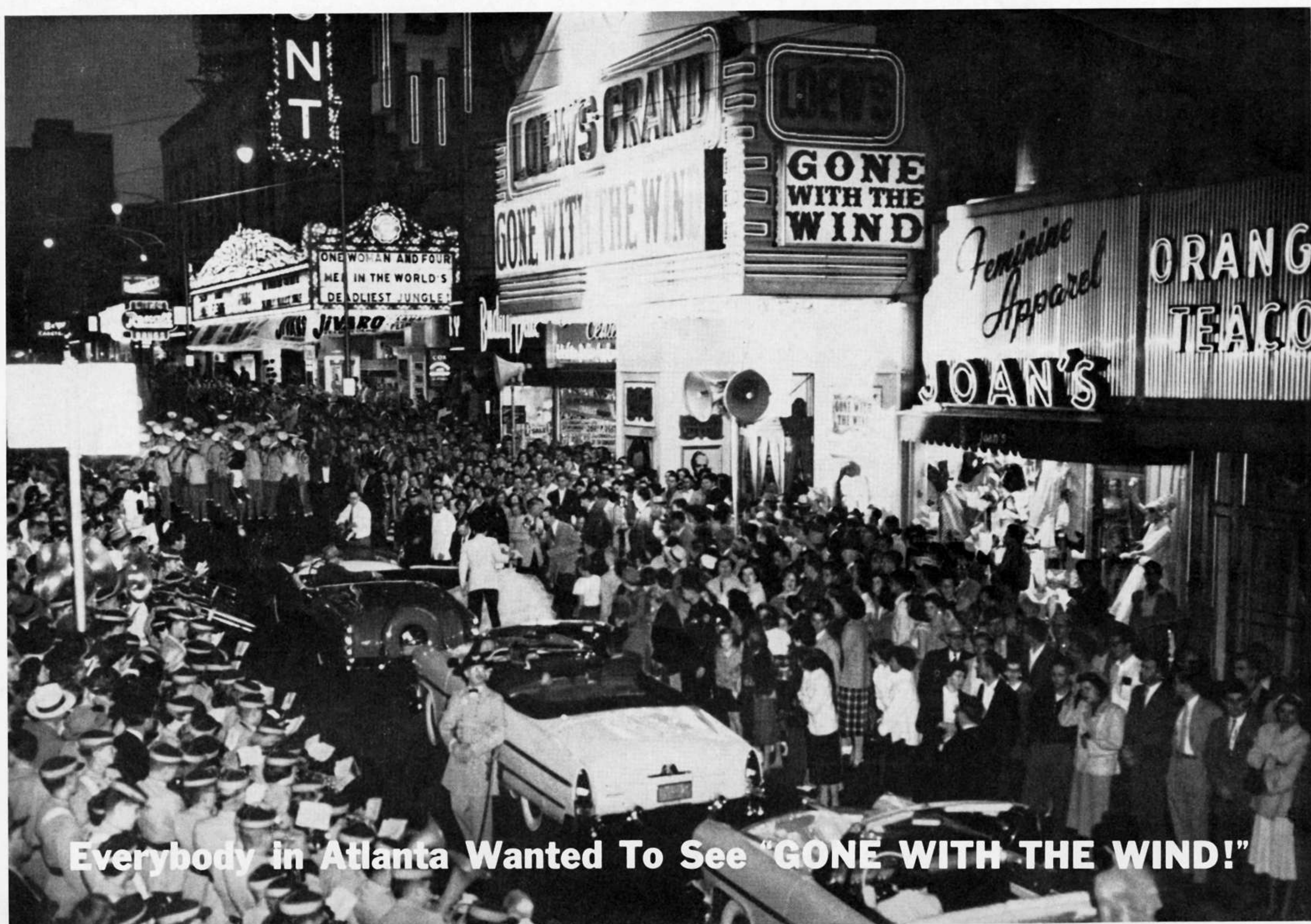
2 COLS. x 6½" (180 LINES)

COMPOSITE AD AND  
PUBLICITY MAT

SPECIAL MAT NO. 1

Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices from NATIONAL SCREEN SERVICE





Everybody in Atlanta Wanted To See "GONE WITH THE WIND!"

## Anniversary Premiere Topped Everything!



Loew's Grand Theatre re-enacted its original World Premiere triumph with a 15th Anniversary celebration that literally took the city by storm on opening night!

Guests included Ann Rutherford and Cammie King, who are in the film, and George Murphy, acting as mc, together with the city's society elite, civic, political and business leaders. They were transported to the theatre in 50 convertible cars and welcomed by massed bands. Peachtree Street was jammed with milling humanity!



The next day's (Friday) first regular performance started at 7:30 A.M., instead of the scheduled 9 A.M., because of long lines of standees. All performances on Saturday and Sunday were sold out completely and crowds turned away.



The second week continued at a terrific pace! It beat similar weeks of "Knights of the Round Table" and "Ivanhoe"! It equalled the business of "Quo Vadis" and doubled the second week of "King Solomon's Mines"! Picture was in its third great week as we went to press.

See the following pages for a fraction of Atlanta's wonderful showmanship campaign. Other test engagements got off to the same whirlwind start!













## TIE-UPS...

Nunnally's Candy, Greyhound and Trailways bus companies, and all yellow cabs were among the many local tie-ups. Print arrived on a Delta plane and window displays resulted from it. Stars dined at a Lockheed plane. Window cards were placed in 15 restaurants of the Atlanta Restaurant Assn. A "Scarlett Nectar Ice Cream Soda" promotion by a drug chain went over big. Libraries, bookstores, florists, etc., participated.



GO  
GREYHOUND  
TO ATLANTA  
TO SEE  
DAVID O. SELZNICK'S PRODUCTION  
OF  
MARGARET MITCHELL'S  
**GONE WITH THE WIND**  
- STARRING - Vivien Leigh  
Clark Gable  
MAY 20 - LOEW'S  
ROUND TRIP

TAKE  
TRAILWAYS  
TO ATLANTA  
TO SEE  
DAVID O. SELZNICK'S PRODUCTION  
OF  
MARGARET MITCHELL'S  
**GONE WITH THE WIND**  
- STARRING - Vivien Leigh  
Clark Gable  
MAY 20 - LOEW'S  
ROUND TRIP

15th Anniversary World Premiere  
of  
DAVID O. SELZNICK'S Production of  
MARGARET MITCHELL'S Story of the Old South  
**GONE WITH THE WIND**  
Color by Technicolor  
Starring  
Clark Gable Vivien Leigh  
Leslie Howard Olivia de Havilland  
Pre-release engagement starts  
MAY 20 - LOEW'S

*Nunnally's*  
THE CANDY OF THE SOUTH

Has Grown With Atlanta  
Since 1884

and is as Southern as

**GONE WITH THE WIND**

STARTS MAY 20<sup>th</sup>  
**"GONE With the WIND"**  
LOEW'S

*try Our* **GONE WITH THE WIND** *Special*  
**Scarlett Nectar** ICE CREAM SODA **25c**



# Atlanta "Real Gone" With the Wind!

A GREAT CAMPAIGN MADE  
THEM KNOW IT WAS COMING!

## MARGARET MITCHELL SCHOLARSHIP FUND...

Tie up was made with the Atlanta Smith College Club to co-sponsor the opening night. 204 loge seats were turned over to this group and sold for \$50.00 per ticket. In addition 200 orchestra seats were also sold for \$5.00 per ticket, with the entire proceeds (\$11,900.00) going to establish a Margaret Mitchell Memorial Scholarship for a Georgia girl to attend Smith College at Northampton, Mass.

## NEWSPAPERS...

The Atlanta Journal and Constitution gave full cooperation regarding advance publicity and the Margaret Mitchell Scholarship Fund. The first story broke on April 4th, and follow up stories by amusement editors and columnists appeared almost daily through opening.

Atlanta Journal-Constitution magazine for May 16 had a four page story regarding GWTW and Margaret Mitchell.

Fashion and women's pages covered all society angles, especially those personalities participating in the M.M. Scholarship Fund.

## THEATRE...

Complete use of teaser and regular trailers was made. Advance overhead lobby display was erected. Lobby display made using memorable photographs taken at original Premiere on Dec. 15, 1939.

The original painting of Vivien Leigh, as Scarlett, was found in a storage room at the Atlanta Art. Assn. Theatre art shop reframed the picture, and it was displayed in focal point of lobby, and attracted much comment.

Theatre front was converted into a replica of Tara Hall. Transparencies were placed on the front and both ends of the marquee.

Confederate flag bunting was placed on the theatre building.

## CONTEST...

A contest to elect a Miss Scarlett O'Hara of Atlanta, 1954, was carried out with the cooperation of WSB-TV (NBC) and both newspapers. Contestants appeared on two one-hour T.V. programs and two evening news programs. Forty entries were received, out of which five were chosen, and appeared on these shows. The television audience was asked to vote for the girl they thought would make the most appropriate Scarlett. Over eight thousand votes were received in four days, which was the biggest response WSB-TV has ever received on a local contest.

The winner received two hundred dollars in prizes, and was the official hostess to greet visiting celebrities at the premiere.

## TIE-UPS...

Tie-up was made with Nunnally's Candy Company, duplicating the promotion they used in '39. Special bands were place on all candy boxes denoting them as GWTW specials. Thirty five windows were devoted to this tie-up.

Rich's Dept. Store gave their entire second floor bridge to a Margaret Mitchell and GWTW museum. The museum remained open for two weeks.

Rich's also devoted main street window to M.M. & GWTW.

Rich's book dept. put on a GWTW display.

Davison's Dept. Store gave their most important window on Peachtree St. to M.M. and GWTW. Their book dept. also put on a very effective display.

Tie-up was made with the Atlanta Restaurant Assn. and window cards were placed in 15 of the most important restaurants, also table tents were placed in 30 dining rooms. A special bulletin was sent out by the Georgia Restaurant Assn. to 800 members.

Complete cooperation from all eleven branches of the Public Library was received for the use of blotters and book marks. Main branch of library devoted all inside windows and large outside window to the book and picture.

Downtown book stores featured the book and movie.

Tie-ups were made with the Central of Ga. R.R., Greyhound and Trailways Bus Companies for window cards in all stations within a 100 mile radius of Atlanta.

The main office window of Delta C&S Air Lines displayed GWTW and their new DC7.

Gresham Florist constructed beautiful floral display in downtown window, similar to '39, when they were the official florist for the premiere.

RCA Victor arranged for 12 windows in record shops and dept. stores promoting GWTW Theme by Al Goodman and Tara Theme by Buddy Morrow.

Mary Ball Candy gave a downtown window to GWTW.

Lane Drug Stores highlighted a special Scarlett Nectar soda and advertised it as their GWTW special with counter, window, and overhead streamers in all their 18 stores.

## CO-OP ADS...

Rich's Dept. Store: ¾ page ad on Scarlett O'Hara doll, also 20 in. ad on Margaret Mitchell museum.

Davison's dept. store: 20 in. ad on GWTW book.

Claude S Bennett jewelry store: 60 in. ad on Scarlett tie-in with jewelry.

A.&P. Grocery stores included 15 in. scene in regular full page ad.

Thompson-Bowland-Lee Shoe Store: 40 in. ad tie-in GWTW.

Gresham Florist: 20 in. ad tie-up as official florist for premiere.

## POSTING, STREET BANNER...

Fifty (50) taxi trunk signs for GWTW. Bumper strips on front of all yellow cabs.

City wide distribution of 3,000 shoe sole cut-outs imprinted on both sides with "All foot prints lead to Loew's on May 20 for GWTW."

Special two-faced street banner was erected across Peachtree Street for four weeks.

## PREMIERE ACTIVITIES...

Ann Rutherford and Cammie King arrival at the airport, covered by newspaper with art and stories.

Arrival of George Murphy.

Stars visited Margaret Mitchell Museum at Rich's Dept. Store.

Stars appeared on WSB-T.V. — Merry Mutes Show.

Stars appeared on WLW-A T.V. On The Bill Lowery Show.

Welcome to the city extended by Mrs. Herman Talmadge, Wife of Gov. Each star was given one of the famous Talmadge Hams.

Radio tape interview for WGLS.

Informal dinner reception at the home of Mr. & Mrs. Benjamin Parker. Covered by both papers.

Christening of B47 jet bomber GONE WITH THE WIND at Lockheed Aircraft Corp. Also complete tour through factory and luncheon reception.

Dignitaries and stars gather together at formal reception at the Capital City Club.

Band and motorcade formed outside club and at 7:45 parade moved out on Peachtree with police escort to Loew's theatre. Crowds lined both sides of parade route and cheered stars and local personalities. Meanwhile, crowds had gathered in front of theatre where klieg lights and the Joe Brown "Rebel" band gave the evening a Hollywood first-night atmosphere.

Arrival of parade at theatre, and interview outside by radio station WGST, with P.A. system for crowds.

Radio Interviews in lobby by WQXI.

Stage presentation carried by WSB (NBC). Emcee, George Murphy. Welcome by Atlanta Mayor Wm. B. Hartsfield, Mrs. Herman Talmadge, and appearances by Ann Rutherford, Cammie King, Mrs. Benjamin Parker and June Hearn (Miss Scarlett O'Hara of Atlanta 1954).



# 6 Million Teen-Agers Want To See GWTW!

HIGH SCHOOL SENIORS AND JUNIORS ARE EAGER TO SEE THE PICTURE!

## ***Facts About M-G-M's Nationwide School Survey!***

Two things have convinced us that there is a vast potential younger audience for ALL engagements on this giant attraction: (1) the prevalence of teen-agers in box-office lines on test engagements of the picture, and (2) the amazing results from a letter-questionnaire (next page) mailed to more than 2,500 high schools in every state.

Over 65% of the teachers who received them responded with written reports. Total enrollment of the schools that participated was 443,601. Only five states failed to respond — Colorado, Nevada, North Carolina, North Dakota and New Mexico.

Analysis of answers received by M-G-M determined that some 6,000,000 teen-agers want to see "Gone With The Wind."

The survey also disclosed that 90% of the students have never seen GWTW, but that the vast majority know about the picture and had studied the Margaret Mitchell book in school.

Undoubtedly, this type of school promotion, followed through at the local end by theatres, was responsible for students flocking to May and early June playdates, during free periods in their end-of-term Regent's tests.

## **Schools Are Now Closed — But Millions of Students Are Still Waiting to See GWTW!**

Vacation time has halted M-G-M's national school promotion — but millions of high school teen-agers still want to see GWTW. They comprise a solid box-office potential for summer theatre engagements. Make a determined effort to reach them at their homes, while vacationing at resort places and working at seasonal jobs.

*In other words, your campaign on this picture should have a two-fold purpose: (a) to sell adults, and (b) to sell*



*the younger people... moviegoers in both groups who have seen or have not seen the picture before.*

## **Summer Schools And Colleges Are Now In Session!**

All over the country, tens of thousands of additional people have enrolled for summer classes in high schools and colleges, especially in key cities. Also interest them with a special mailing message, throwaways, display card in entrance hallway or with several lines of advertising in your regular theatre ads.

**See Next Page For Places Covered By M-G-M's School Survey!**



# High Schools In 43 States Covered By the Poll!

THIS IS THE LETTER AND QUESTIONNAIRE  
MAILED TO 1250 ENGLISH AND HISTORY  
TEACHERS IN 2500 HIGH SCHOOLS HAVING A  
COMBINED ENROLLMENT OF 433,601 PUPILS

Among the cities and towns participating in M-G-M's nationwide survey on GWTW were the following:

**ALABAMA**—Birmingham, Jasper, Florence  
**ARIZONA**—Douglas  
**ARKANSAS**—Eldorado, Little Rock  
**CALIFORNIA**—San Francisco, Riverside, Oakland, San Bernardino, Los Angeles, Covina, Berkley, Downey, Pomona, Stockton, Glendale, Pasadena, Richmond, Redwood City, El Monte, Ventura City  
**CONNECTICUT**—Bridgeport, Norwalk, New Britain  
**DELAWARE**—Wilmington, Laurel  
**DISTRICT OF COLUMBIA**—Washington  
**FLORIDA**—Jacksonville, Bartow, Miami, Tampa, St. Petersburg, Ft. Lauderdale, Lakeland  
**GEORGIA**—Thomasville, Fairburn, Gainesville, Atlanta  
**IDAHO**—Lewiston  
**ILLINOIS**—Elmhurst, Galesburg, East Moline, Olney, Kankakee, Spring Valley, Chicago, Evanston, Mt. Vernon  
**INDIANA**—Indianapolis, Whiting, Michigan City, Valparaiso, South Bend, Tipton, Bedford, Lafayette, Lawrenceburg, Hammond, Gary, Richmond, Marion, Hyattsville, Evansville, New Albany  
**IOWA**—Newton, Council Bluffs, Des Moines, Cedar Rapids, Davenport, Waterloo, Mason City  
**KANSAS**—Wellington, Pittsburg, Salina, Paola, Chanute, Wichita, Manhattan, Great Bend, Hutchinson, Topeka  
**KENTUCKY**—Princeton, Fort Thomas, Louisville, Frankfort, Lexington, Pikeville, Somerset, Winchester  
**LOUISIANA**—New Orleans, Baker  
**MAINE**—South Portland, Bath, Gardiner, Caribou, Rumford, Fairfield, Dexter, Auburn  
**MARYLAND**—Upper Marlbow, Suitland, Baltimore, Cambridge, Frederick, Hagerstown, Bethesda  
**MASSACHUSETTS**—Brockton, Greenfield, Tawnton, Boston, Arlington, Medford, Lawrence, Lowell, East Bridgewater, Somerville, Framingham  
**MICHIGAN**—Royal Oak, Livonia, Benton Harbor, Muskegon, Plymouth, Flint, Dearborn, Detroit, Berkley, Howell, Marquette, Ferndale, Lansing, Adrian, Owosso, Kalamazoo, Paw Paw, Lapeer, Mt. Clemens, Midland, Grand Rapids, Ypsilanti, Saginaw  
**MINNESOTA**—Alexandria, Fairmont, Rochester, Stillwater, Red Wing, St. Paul, Crosby, Hastings, Grand Rapids, Duluth, Minneapolis, Cloquet, Fergus Falls, Pelican Rapids, Worthington  
**MISSISSIPPI**—Jackson, Biloxi, Vicksburg, Webb  
**MISSOURI**—Dexter, Sikeston, Kansas City, Marshall, Sedalia, Kirkwood, St. Joseph, St. Louis, Clinton  
**MONTANA**—Great Falls  
**NEBRASKA**—Grand Island, Kearney, Lexington, Omaha, Norfolk, Lincoln  
**NEW HAMPSHIRE**—Plymouth  
**NEW JERSEY**—East Rutherford, Newark, Trenton, Woodbridge, Hawthorne, Garfield, Jersey City, Elizabeth, North Plainfield  
**NEW YORK**—New York City, Brooklyn, Mount Vernon, Long Island City, Port Chester, Bayside, New Rochelle, Long Beach, Ossining, Floral Park, Tonawanda, Hicksville, Freeport, Endicott, Rochester, Syracuse, Solvay, Cazenovia, New Hartford, Niagara Falls, Oneida, Plattsburgh, Massena, Buffalo  
**OHIO**—Toledo, Troy, Marion, Steubenville, Hubbard, Portsmouth, Mount Vernon, Sylvania, Newcomerstown, Warren, Wilmington, Youngstown, Wadsworth, Medina, Springfield, Xenia  
**OKLAHOMA**—Henrietta, Hugo, McAlester, Ada, Miami, Tulsa, Oklahoma City, Modill, Clinton, Bartlesville, Okmulgee, Seminole, Vinita, Chickasha, Claremore, Ardmore  
**OREGON**—Hillsboro, Grants Pass, Newberg, Portland, Ashland, LaGranda  
**PENNSYLVANIA**—Uniontown, Tarentum, Lewiston, Pittsburgh, Philadelphia, York, Warren, Donora, New Brighton, Pottstown, Coatesville, Scranton, Meadville, Somerset, Bloomsburg, Upper Darby, New Kensington, Wilkes-Barre, Munhall, New Castle.  
**RHODE ISLAND**—Providence, Warwick, East Providence.  
**SOUTH CAROLINA**—Gaffney, Florence, Inman, Charleston Heights, Bath, Clinton, Columbia, Walhalla  
**SOUTH DAKOTA**—Rapid City, Sioux Falls

**METRO-GOLDWYN-MAYER**  
**PICTURES**  
DISTRIBUTED BY  
 LOEW'S INCORPORATED  
 LOEW BUILDING - 1540 BROADWAY  
 NEW YORK 36, N. Y.

**GONE WITH THE WIND**  
 RESEARCH DEPT.  
 OSCAR A. DOOB

May 13, 1954

To The Faculty Adviser:

We hope this request will not seem to be an imposition on your time and good nature. We do need some help and advice and we have found Faculty Advisers so cooperative in the past.

We are now preparing for the re-release of that historic movie, **GONE WITH THE WIND**, originally shown in 1939 and three times since then, the last time being five years ago.

Each new high school class is a new generation to become familiar with the literary and screen classics. It would be interesting and helpful to learn to what extent this "new generation" applies to a film like **GONE WITH THE WIND**. So far as we know, no such survey ever has been made.

We have selected some 1,500 high schools, including yours, from which we hope to get a "sample" figure which the statisticians can "project" to a national estimate.

Would it be feasible for the editor or staff of your school publication to conduct a simple, little "poll?"

If, say, 50 girls and 50 boys were asked just two questions:

"Have you seen **GONE WITH THE WIND**?"  
 "Do you want to see it?"

The answers would be valuable "straws in the wind."

For convenience, we enclose a simple report form and a postage-paid, addressed envelope.

If you are interested, we will be happy to send you a report on the final outcome of this survey project.

May we anticipate your cooperation and say "Sincerest thanks."

Cordially,  
 Oscar A. Doob

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April 1954

**GONE WITH THE WIND SURVEY**  
 M-G-M RESEARCH DEPT.

Report from \_\_\_\_\_ High School  
 City \_\_\_\_\_ State \_\_\_\_\_ Enrollment \_\_\_\_\_  
 No. of boys interviewed \_\_\_\_\_ No. of girls interviewed \_\_\_\_\_

**GIRLS:** (How many girls have never seen GWTW? \_\_\_\_\_)  
 (How many of these would like to see GWTW? \_\_\_\_\_)  
 (How many girls have seen it? \_\_\_\_\_)  
 (How many want to see it again on wide-vision screen? \_\_\_\_\_)

**BOYS:** (How many boys have never seen GWTW? \_\_\_\_\_)  
 (How many of these want to see it? \_\_\_\_\_)  
 (How many boys have seen GWTW? \_\_\_\_\_)  
 (How many want to see it again on wide-vision screen? \_\_\_\_\_)

Comments \_\_\_\_\_

☐ I would like to receive the final report of the survey.  
 \_\_\_\_\_  
 Faculty Adviser

**TENNESSEE**—Pulaski, Knoxville, Lexington, Columbia, Memphis, Erwin, Chattanooga, Kingsport, Nashville, Winchester  
**TEXAS**—Odessa, El Campo, Tyler, Gladewater, Houston, Lubbock, Waco, Dallas, Taylor, Denton, Phair, Bryan, Sherman, Austin, Galveston, Fort Worth, Laredo, El Paso, Brownsville  
**UTAH**—Fillmore, Ogden  
**VERMONT**—Barre, Bennington, Burlington  
**VIRGINIA**—Charlottesville, Rocky Mount, Fairfax, Front Royal, Bristol  
**WASHINGTON**—Tacoma, Seattle, Vancouver, Yakima, Kelso, Enumclaw, Kirkland, Port Orchard, Auburn, Wenatchee, Aberdeen, Walla Walla, Bremerton, Spokane  
**WEST VIRGINIA**—Clendenin, Clarksburg, Huntington, Wayne, St. Albans, Keyser, Wheeling, Martinsburg, Weirton, Parkersburg  
**WISCONSIN**—Milwaukee, Janesville, Neenah, Sheboygan, Appleton, Chippewa Falls, Richland Center, Stevens Point, Green Bay, Superior, Fond du Lac, West Allis  
**WYOMING**—Torrington, Afton, Rawlins, Sheridan, Cheyenne, Superior



YOUR TARGET FOR "GONE WITH THE WIND:

*Beat Your Previous Gross!*

The head of one of the most important circuits in the U. S. sent this bulletin to each of his circuit theatre managers and division managers:

---

*"We did splendid business with GONE WITH THE WIND when we played it the last time, some five years ago. With a vast new audience—a new generation—waiting for its return, we hope to top our previous grosses.*

*"Let's set a target for ourselves; let's see by how much we can beat the GWTW grosses of the last time around. We will keep a score sheet in the Home Office."*

---

We know of hundreds of theatre managers who are following this idea—setting a goal for their upcoming engagement of GWTW.

Your current running of GWTW is not just another re-issue. It's a big movie event for your town. Talk to people — you'll probably be amazed to find what a live, keen interest there is in this great picture. Middle-aged and old people are eager to see it again; youngsters, grown to teen-agers in the last five years, are sure customers.

FORGET THAT YOU EVER PLAYED GWTW BEFORE!

*Sell It Hard For One of Your Top Grossers of the Year!*

**EXPLOITATION**



# Book Promotion

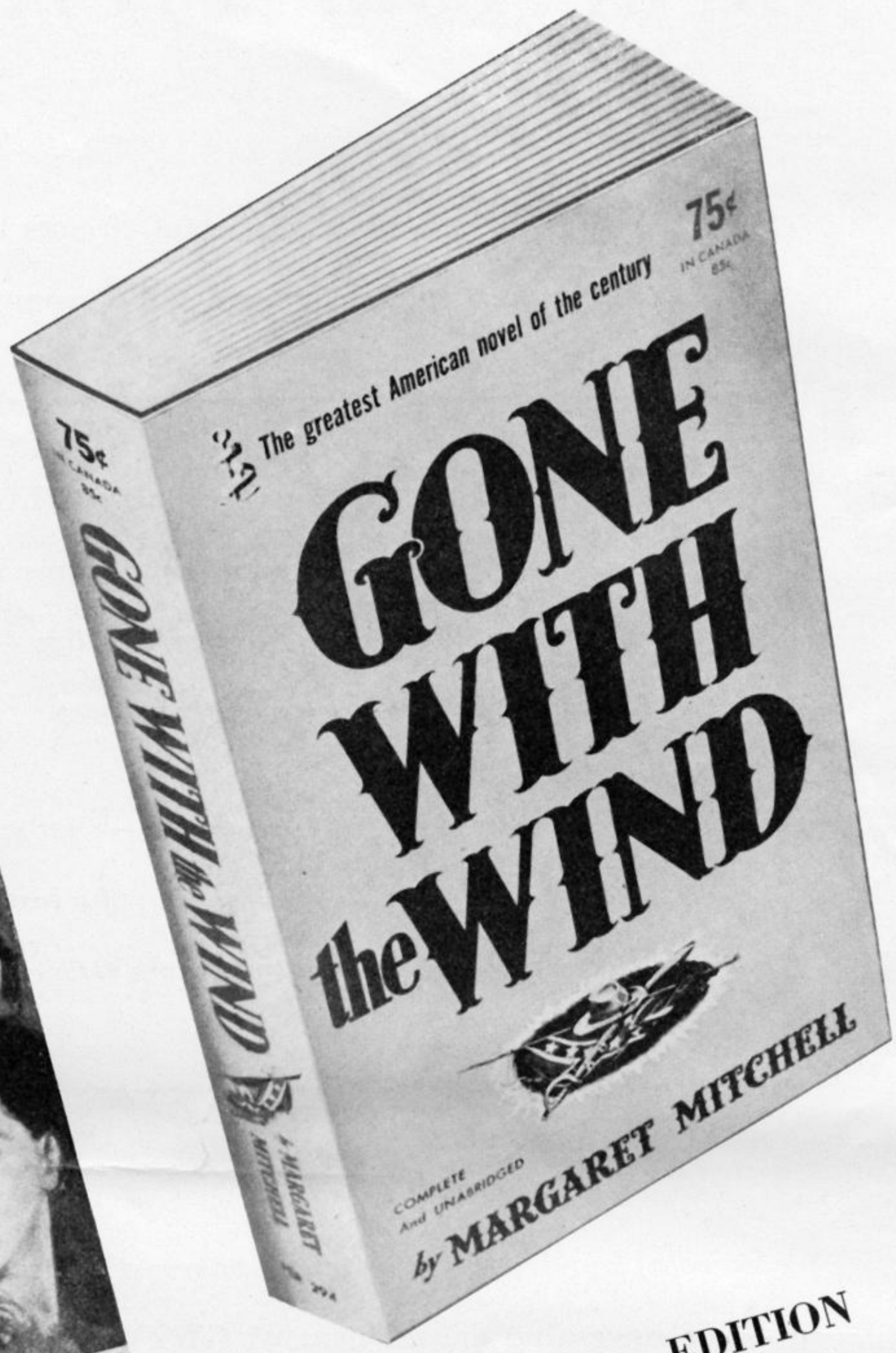
## 2 BRAND-NEW EDITIONS—JUST PUBLISHED!

Reprinted Simultaneously by Doubleday & Company

Eighteen years after its publication, "Gone With the Wind" is still this century's best selling and most durable fiction title. These two new books, out in April 1954, are a fertile source for all theatre playdates. Plan an extensive campaign to cover book shops, department, drug and stationery stores, terminal newsstands, lending and public libraries. Give the books everything you've got—promotion-wise!



**HARD-BOUND EDITION AT \$1.98**  
This edition bears the imprint of GARDEN CITY BOOKS, a division of Doubleday & Company, Inc. It bears a colored wrapper and movie is mentioned on the back inside jacket flap.



**PAPER-COVER EDITION AT 75c**  
PERMABOOKS is the imprint on this book and it also is a division of Doubleday & Company, Inc. It's a black and white issue, and mentions the movie on the last page.

### Publisher's Advertising Schedule For Above Book

This advertising has already appeared and was placed directly by the publisher.

	SIZE	DATE		SIZE	DATE
New York Times	90 lines	April 25	St. Louis Post Dispatch	90 lines	April 25
Chicago Tribune	"	"	Indianapolis Star	"	"
San Francisco Chronicle	"	"	Louisville Courier-Journal	"	"
Philadelphia Inquirer	"	"	Milwaukee Journal	"	"
Boston Globe	"	"	New Orleans Times-Pic	"	"
Washington Star	"	"	Dallas News	"	"
Atlanta Constitution	"	"	Denver Post	"	"
Los Angeles Times	"	"	Detroit News	"	"
N. Y. Herald Tribune	"	"	Saturday Review	"	"
Cleveland Plain Dealer	"	"			

### Publisher's Plans For This One

The PERMABOOKS Division has put out 2,300 display shippers, 10,000 counter racks, 5,000 extra jackets for display purposes. Plus full page advertising in two issues of PUBLISHERS' WEEKLY (February 20 and April 17). Plus full page ad in April issue of NEWSDEALER MAGAZINE. Plus giant size brochure mailings to over 800 Independent Magazine Wholesalers in U. S. Plus being featured in 15,350 pieces of promotion listings sent to Doubleday's foreign market accounts. Plus being advertised on separate page in the back of current and future Permabooks titles.

For special assistance, please contact JANE HOLLANDER, Garden City Books, 575 Madison Ave., New York 22, N. Y.



# Facts About the Book

## And the Picture

Information and highlights with box-office value for newspaper editorials, news stories, lobby displays, book shop and other store windows, summer school promotion and public libraries.

### THE BOOK

The title was taken from Ernest Dowson's poem "Cynara" — "I have forgot much, Cynara! gone with the wind."

Margaret Mitchell looked in almost a million Bibles, letters and genealogical records to get Scarlett's name.

According to Margaret Mitchell, the central theme of the book is survival. It poses the question — what quality is it that makes some people able to survive catastrophes, when others cannot?

Also, according to the author, the story end-

ed on the last page. She had no idea whether or not Scarlett got Rhett back.

When first published, "Gone With the Wind" was declared to be the most distinguished novel of the year by the American Booksellers Association. It won the Pulitzer Prize the following year.

To date the book has sold well over 4 million copies in this country, over 6 million in all countries.

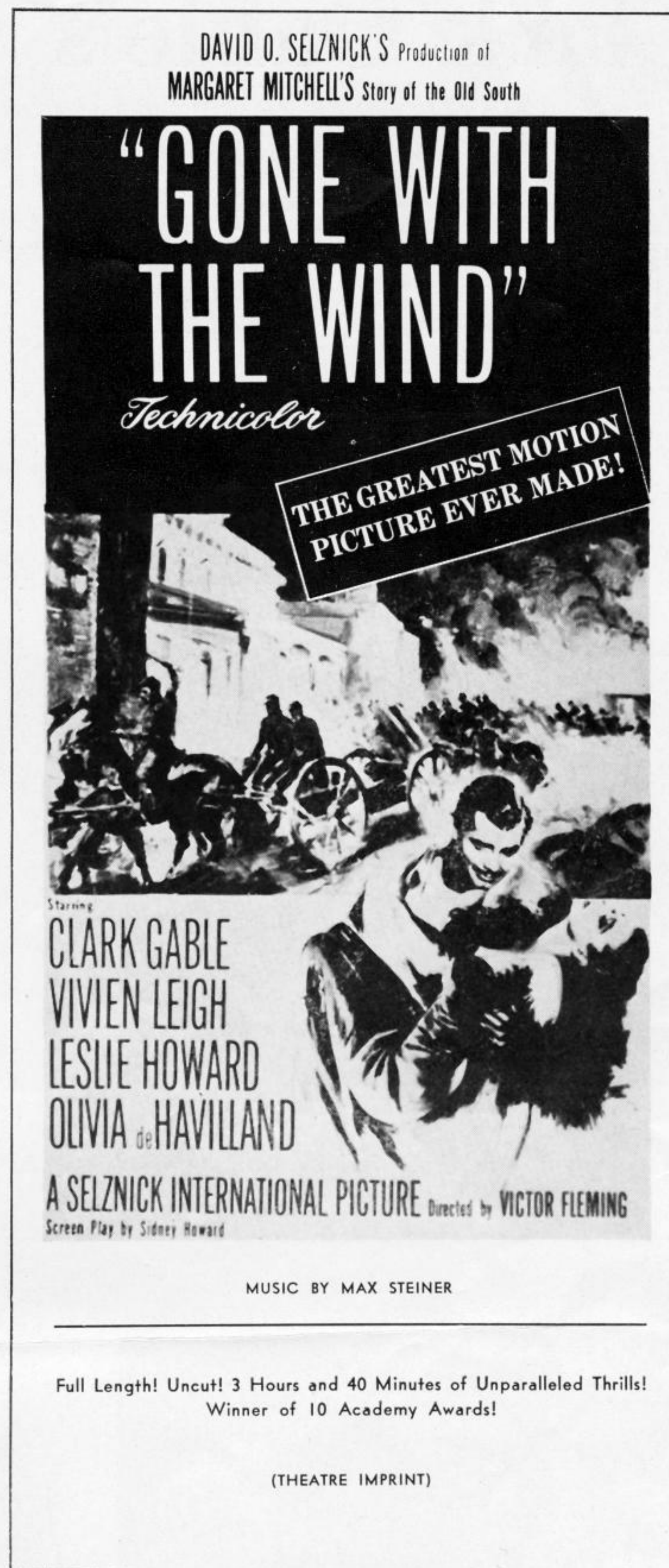
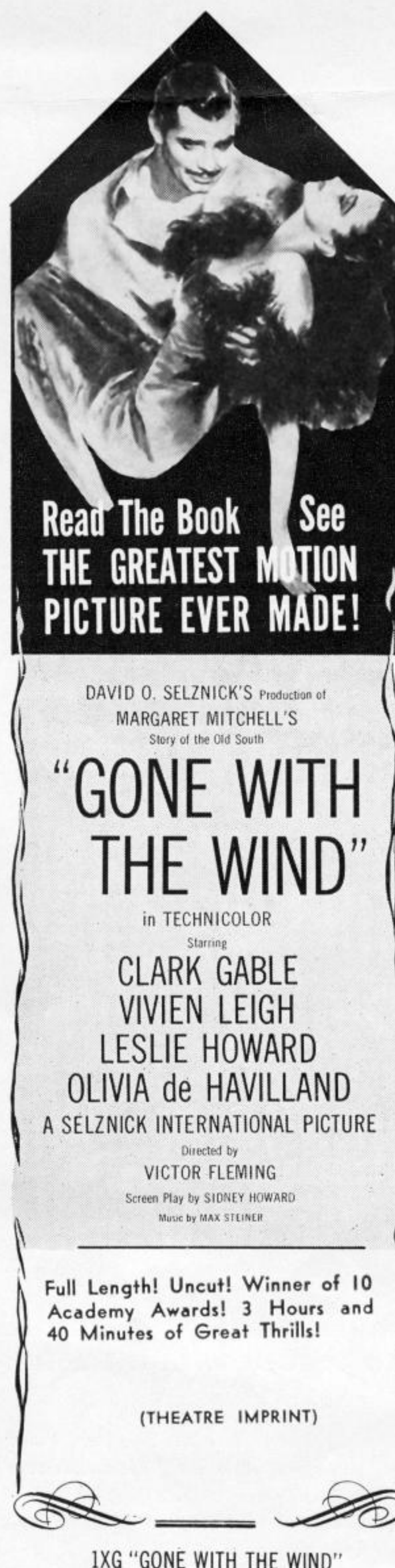
The Perma-book edition is the longest modern pocket-size book ever to be published. It has 864 pages.

### THE AUTHOR

Margaret Mitchell was born in Atlanta, Georgia and, except for a year at Smith College, lived all her life there. Contrary to legend, she was not a simple housewife who had never before written professionally. After leaving Smith, she joined the staff of The Atlanta Journal and was an able reporter for four years. In 1926, she left the Journal, and in the next three years wrote the largest part of the book that was to become the greatest best-seller of our century. After publication in 1936, Margaret Mitchell found that answering letters and calls, autographing and making public appearances in connection with "Gone With the Wind," made being its author a full-time job. She died in 1949, never having written another book. She was killed by a car driven by a cab driver who had 24 traffic violations on his record.

### THE PICTURE

- 1 . . . Winner of 10 Academy Awards for 1939, still an all-time high.
- 2 . . . Fabulous is the word for its box-office record. GWTW still holds the record for the largest aggregate audience (100,000,000), the largest gross (\$35,000,000), the longest picture and longest single run.
- 3 . . . It has been shown in every country in the world, except those behind the Iron Curtain, plus Holland and Denmark.
- 4 . . . Longest run was in Paris where it played continuously for 3 years and 11 months. Played in 2 theatres in London where it missed a 4-year continuous record by only 7 weeks.
- 5 . . . GWTW has been playing somewhere every day since the world premiere at Loew's Grand Theatre, Atlanta, on December 19th, 1939.
- 6 . . . Beautifully produced in Technicolor, it compares favorably with today's standards in film making.
- 7 . . . The search for a girl to play the role of Scarlett O'Hara resulted in interviewing 1400 candidates, 90 of whom were screen tested, using up 149,000 feet of black-and-white and 13,000 feet of Technicolor film. Vivien Leigh won the Best Actress Award in the role.
- 8 . . . GWTW is still the longest picture on record — 220 minutes. Exhibitors usually show it with an intermission, but whether they do or not, the actual running time is 3 hours, 40 minutes — and it has plenty of admirers who see it again and again when it comes to their local theatres.



### ↑ PRINT BLOTTERS FOR WIDE DISTRIBUTION

Cut or mat is same size as shown above. Distribute at banks, summer schools, beauty parlors, professional waiting rooms, transportation terminals, summer resorts, beach places.

ORDER CUT OR MAT FROM NATIONAL SCREEN

### ← PRINT BOOKMARKS FOR GREATER BOOK PROMOTION

Book shops will want to list their current best sellers and ad on reverse side. Distribute to summer school students, public and circulating libraries, book sections in department stores and other local outlets.

ORDER SAME SIZE CUT OR MAT FROM NATIONAL SCREEN

### Walking Book

Dust off the walking book bally, reproducing the cover of Margaret Mitchell's novel in giant size.

### Girls Reading the Book

Use one or more girls to read the book, with an over-size outside cover, on buses, street corners and a bench placed on theatre sidewalk or in lobby. Teaser stunt, with optional use of theatre name and playdates.



# Clark Gable's

HALL OF FAME

# Movie Quiz

Below are scenes from some of Gable's top pictures. Cuts or mats are larger than shown here, being full 2-column width. 8x10 stills are also available.

There are a number of ways to exploit this local prize contest, using all or as many subjects as you wish. Also ask contestants to name Gable's greatest role, giving reasons why.

(1) . . . In a newspaper.

(2) . . . With circulars printed locally by supermarket or other store.

(3) . . . By displaying the stills in theatre lobby — or dividing them among three store windows — and printing guessing blanks.

ORDER CUTS OR MATS—OR GABLE MOVIE QUIZ STILLs FROM NATIONAL SCREEN

*On the other hand, a newspaper might want to use the stills (no contest) in a "Down Memory Lane With Clark Gable" publicity article. Should you want still captions for this purpose, write Emery Austin, M-G-M, 1540 B'way, N. Y., N. Y.*

(1931)



2XL—"GONE WITH THE WIND"

What famous star's face was slapped by Clark Gable in "A Free Soul"?

(ANSWER: NORMA SHEARER)

(1932)



2XH—"GONE WITH THE WIND"

Who was this rough, tough male star with him in thrilling "Hell Divers"?

(ANSWER: WALLACE BEERY)

(1932)



2XM—"GONE WITH THE WIND"

In "Red Dust," Gable met his match in "The Blonde Bombshell." Who was she?

(ANSWER: JEAN HARLOW)

(1935)



2XQ—"GONE WITH THE WIND"

Here he sailed the "China Seas" with two great stars. Who were they?

(ANSWER: WALLACE BEERY and JEAN HARLOW)

(1935)



2XK—"GONE WITH THE WIND"

Who, besides Gable, gave a great performance in "Mutiny on the Bounty"?

(ANSWER: CHARLES LAUGHTON)

(1936)



2XN—"GONE WITH THE WIND"

Two of these four had great roles with him in "San Francisco." Who were they?

(ANSWER: SPENCER TRACY and JEANETTE MACDONALD)

(1938)



2XJ—"GONE WITH THE WIND"

Name the other "Test Pilot" with Gable in that picture — and the girl.

(ANSWER: SPENCER TRACY and MYRNA LOY)

(1940)



2XO—"GONE WITH THE WIND"

Who were the other three in the roaring, two-fisted film known as "Boomtown"?

(ANSWER: SPENCER TRACY, CLAUDETTE COLBERT and FRANK MORGAN)

(1953)



2XP—"GONE WITH THE WIND"

Name the two with whom he shared thrills and kisses in "Mogambo."

(ANSWER: AYA GARDNER and GRACE KELLY)



# 14 Proven Box-Office Ideas

## INQUIRING REPORTER

Suggested angles for interviews with people on the streets. (1) "Why Do You Want to see 'Gone With the Wind'?" . . . (2) "Where Were You When GWTW Was First Shown In (name of your city)?" . . . (3) "If You Saw 'Gone With the Wind' Before, What Was Its Most Memorable Scene?"

## ALL-TIME GREATEST PICTURES

Ask newspaper readers, radio listeners or TV viewers to submit lists of their 10 All-Time Greatest Motion Pictures. Interest local movie critic in it, and contestants whose lists correspond nearest to his, receive the prizes of cash, merchandise and movie tickets.

## TITLE LETTERS ON T-SHIRTS

Use young men and women to wear T-Shirts at ball games, on streets and at beaches. Show — "Don't Miss GWTW" — on the front of them; name of the theatre and other information on reverse side. Stencil all traffic corners with this message—"GWTW . . . Coming to (name of your theatre)."

## DISC JOCKEY MUSICAL SALUTES

"Down Memory Lane" program of song hits during the last 15 years. Jockey plays a top hit tune from each year since "Gone With the Wind" was first shown in December 1939. Or he can "salute" the picture with a program of songs popular during its war years.

## MAYORALTY PROCLAMATION

Ask your mayor to proclaim GWTW'S return to the screen . . . its 15th Anniversary . . . as "The Greatest Motion Picture of All Time" . . . the fact that 100,000,000 people have enjoyed it over and over again. Display his proclamation in your lobby and reproduce in newspapers.

## FASHION SHOW OF COTTONS

The South is the Land of Cotton — and cotton is a popular spring and summer fabric. Contact leading department store for such a special window display of modern fashions, with scenes and star stills. Announce the fashions were "Inspired by 'Gone With the Wind'."

## GABLE'S LEADING LADIES

We can furnish you with stills showing Clark Gable with various leading ladies. Faces of the ladies are partially blocked out. Use them for department store or newspaper contest. Give prizes to those identifying them correctly. Order stills from Emery Austin, M-G-M, 1540 Broadway, New York, N. Y.

## SCARLETT O'HARA OF 1954

The greatest talent hunt in history took place for a girl to play the Scarlett O'Hara role. You probably remember it. Pegged on that, conduct a search for the nearest doubles of Vivien Leigh. First winner to be known as "The Scarlett O'Hara of 1954."

## GONE WITH THE WIND "BABIES"

Award guest tickets to youngsters who can prove by birth certificates they were born during earliest period that GWTW played in your city previously. A photo of these GWTW teen-agers attending your opening night performance would be a newspaper natural.

## ORIGINAL NEWSPAPER REVIEWS

Dig back through newspaper files for reviews of the picture when it first played your city. Enlarge them for advance lobby display and use quotes in current newspaper ads. Another thing — newspapers may wish to editorialize on the perennial appeal of GWTW.

## PASS OUT PEACHES

Should you play the picture during the peach season, arrange with supermarket to send critics and disc jockeys some Georgia Peaches, together with a cute card. Promote a peach giveaway stunt for women first in line at opening performance. Announce it as — "A Peach For A Peach!", etc.

## EARLIER ENGAGEMENT PHOTOS

Newspaper or theatre may have old GWTW photos of people standing in line at your theatre's previous GWTW engagement. If so, encircle some heads and offer guest tickets to people who identify themselves. Also, use these photos in current ads and enlarge them for advance theatre display.

## THE BELLE OF THE BEACH

Hot weather crowds will jam beaches and pools. Naturally you'll want to sell them on the picture. Run a bathing beauty contest for "The Belle of the Beach." Invite photo entries, obtain cooperation of department store and place finalists on TV or theatre stage.

## STREET AND WATER BALLYHOOS

Obtain horse-drawn carriage and banner it with GWTW copy. Couple dressed in Civil War period can ride in it. Or, use tableau float with compo board reproduction of Tara Hall and live couple posed on steps in similar costumes. Attract bathers with GWTW sign on small sailboat.



# Coloring Contests

**Thrilling Escape From Flaming Atlanta!**



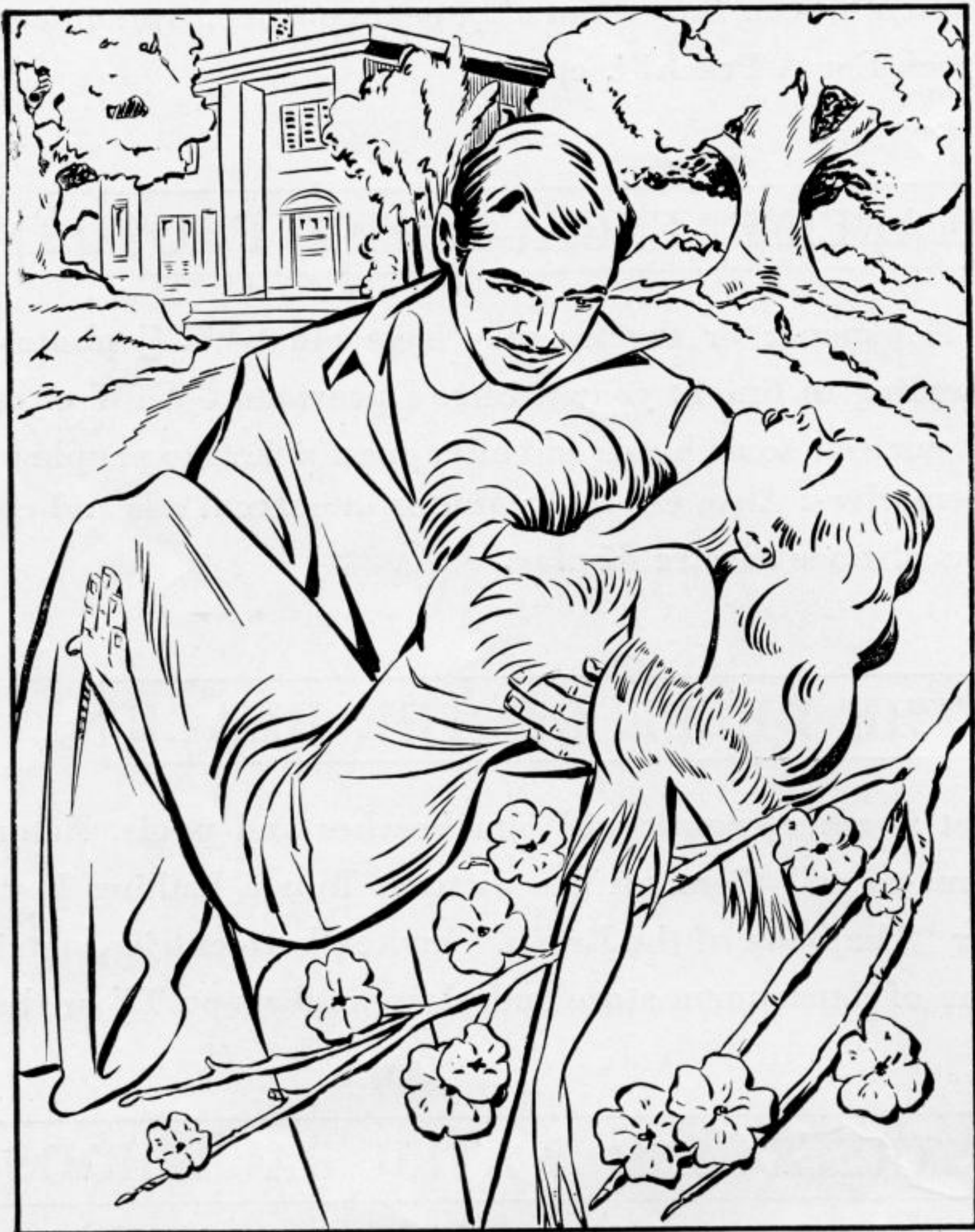
2XA "GONE WITH THE WIND"

**Trapped By The Renegade Soldier!**



2XC "GONE WITH THE WIND"

**Rhett Takes Scarlett In His Arms!**



2XB "GONE WITH THE WIND"

Place this 3-day contest with your newspaper.

Otherwise, ask one of the following outlets to cooperate with you.

In latter case, the retailer prints all three illustrations on one sheet. Or, he can print them separately, making it a condition of the contest that shoppers must obtain and color all three sheets in order to be eligible for the prize awards.

ORDER SAME SIZE CUTS OR MATS  
FROM NATIONAL SCREEN

## **SUPERMARKET**

Advertising theme with its coloring contest: "Money spent extravagantly is GONE WITH THE WIND! Shop and save at Bohacks."

## **AUTO DEALER**

He can exploit a coloring contest with this angle: "When you step on it, the new 1954 Mercury is GONE WITH THE WIND!"

## **SAVINGS BANKS**

Thrift message with coloring contest: "Your money won't be GONE WITH THE WIND if you save regularly with us."

## **GAS STATION CHAIN**

"You're 'way out in front and GONE WITH THE WIND when you use Esso Gas!"

BUDGET SHOPS AND CREDIT HOUSES MIGHT ALSO BE INTERESTED IN  
A COLORING CONTEST

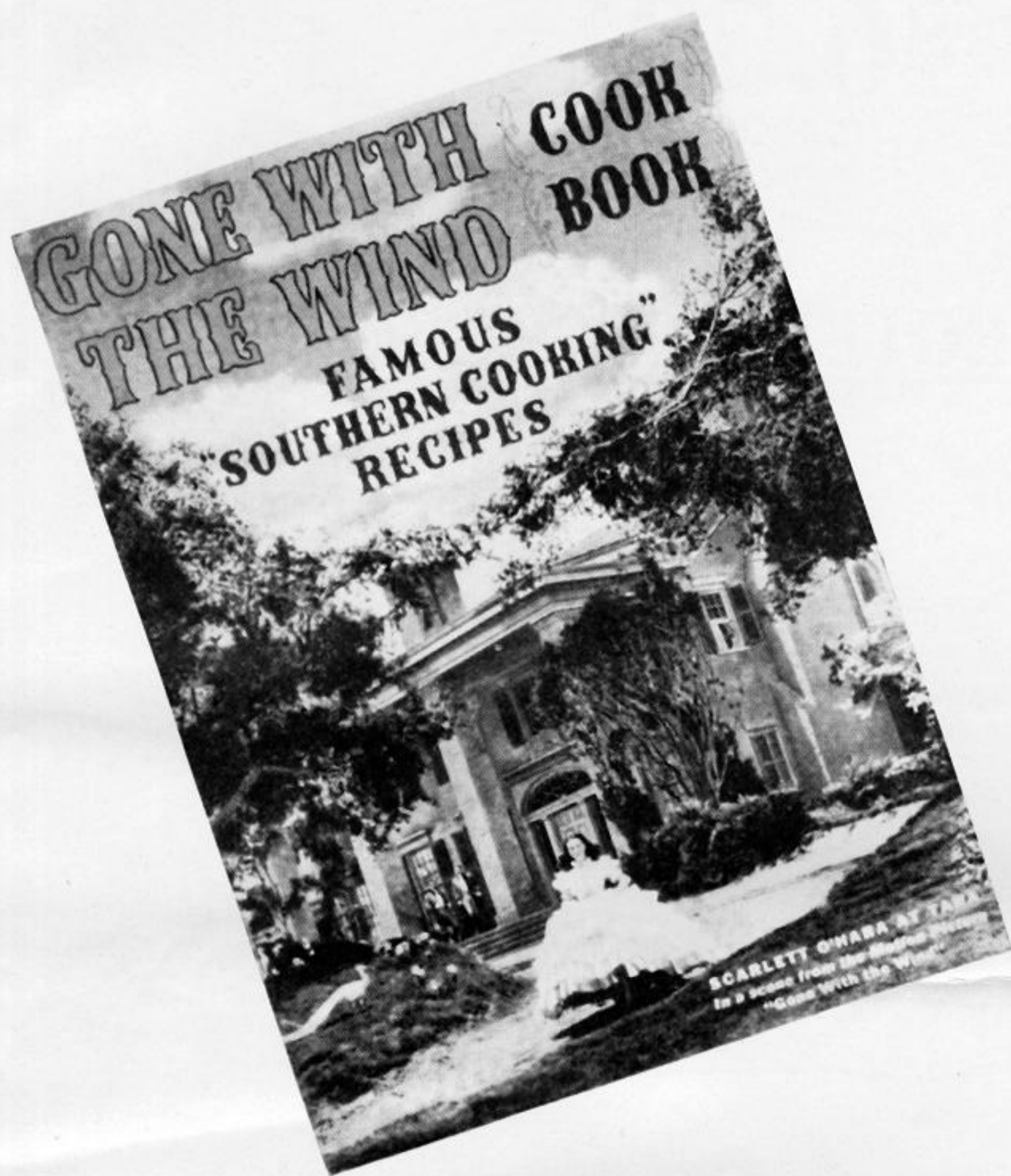


# 11,000,000 People Saw GWTW on "Toast of the Town" TV Network on Sunday, May 23rd!

A nationwide audience of viewers was thrilled when they saw a memorable Gable-Leigh-Howard scene from this famous picture, David O. Selznick in person and heard Ed Sullivan announce that GWTW was to be shown again on movie screens. It was a great publicity send-off for "The Greatest Motion Picture Ever Made!"

## Authentic GWTW Cook Book

FAMOUS SOUTHERN COOKING RECIPES



### 15 CENTS A COPY. THEATRES CAN ALSO BUY THEM DIRECT FOR SPECIAL PROMOTION

48-page booklet, 5½"x7½", with color cover. It contains a series of famous and authentic southern cooking recipes which can be publicized locally. On sale in book shops, newsstands, department stores, etc.

Try to develop a promotion with your newspaper, radio or TV station, or department store. Use the cook books as giveaways in a southern recipe contest, as "premiums" with department store sale of cooking utensils, as prizes in a contest for the best sketches or designs of a "Gone With the Wind" Anniversary Cake, etc.

Minimum quantity of cook books that can be ordered by theatres is 100 copies.

Order Direct From

CIMA PUBLISHING CO., INC., 11 EAST 44TH STREET  
NEW YORK 17, N.Y.

### Spot Announcement Record

One complete record containing a series of "cuts" with running time from about 20 seconds to 1 minute. Available for local spot announcements on radio programs.

CONTACT YOUR M-G-M FIELD MAN

## Order From National Flag Co.

43 WEST 21ST STREET, NEW YORK 10, N.Y.

Manufacturer will give you quick service on orders for any of the following material. Where space permits on an accessory, he will add a Gable-Leigh love scene.

### DELUXE SECTIONAL FLUORESCENT VALANCE

\$1.50 per running foot. Made to fit any size marquee. Fringed. 3 colors. Specify length you need when ordering from manufacturer.

### TRANSPARENT MARQUEE STRETCHER

3 colors. Made of fluorescent satin. 70 cents per square foot. In 2-ply U.S. government bunting, it sells for 55 cents per square foot. Theatres must supply manufacturer with their marquee size, allowing 6 extra inches on both height and width for folding around their own frames.

### 3" X 9" FLUORESCENT USHER BADGES

40 cents each. Made of satin. 2 colors. For wearing by all theatre personnel.

### 9' X 12' WALL BANNER

3 colors. Copy on one side, \$37.50. On both sides, \$65.00. Big and commanding flash accessory for suspension over street or elsewhere.

### CONFEDERATE FLAGS

SEWED THROUGHOUT				PRINTED			
BULLDOG		GLORY GLOSS		Dyed fast colors mounted on staffs with gilt spears.			
Headings and Grommets		With Pole Hem		AMERI-GLOSS		EVERWEAR COTTON	
				RAYON		SHEETING	
				Gross	Dozen	Gross	Dozen
2x3 ft.	\$4.60 each	2x3 ft.	\$6.80 each	4x6"	\$31.00	\$3.10	\$20.60
2½x4 ft.	5.60 each	2½x4 ft.	8.40 each	12x18"	160.80	14.70	88.80
3x5 ft.	6.70 each	3x5 ft.	10.10 each				8.90
4x6 ft.	9.10 each	4½x5½ ft.	13.70 each				
5x8 ft.	15.10 each	5x8 ft.	22.70 each				

### COMBINATION OF U.S. AND CONFEDERATE FLAGS

A combination of a U. S. Flag and Confederate Flag. Each is 2'x3', printed in color and mounted on a 40" staff with a 3" gold spear. 1" gold gloss fringe on 3 sides. Cross them over box-office, marquee, candy counter or in some other lobby location.

## Teaser Campaign

21 DAYS TO GWTW . . . 20 DAYS AND GWTW . . . 19 DAYS  
NEARER AND NEARER GWTW . . . 18 DAYS RAIN OR SHINE TO GWTW

Prepare a series of single underlines for newspaper advertising well in advance of your regular ads, using new wording each day in the manner indicated above.

This imitation of standard "Christmas advertising" will attract a lot of attention and cause plenty of comment. Test engagements found it most effective.



# SPECIAL ACCESSORIES

Bargain Package Offer of **Three** Great Items!

- (1) One 6-Foot Medallion
- (2) A Set of 4 Framed Cards
- (3) One Pictorial 44x64

ALL 3 FOR  
**\$6.50!**  
ALL IN COLOR

ORDER THIS PACKAGE AS DIRECTED ON NEXT PAGE

**1**

6-FOOT, 5-COLOR LITHOGRAPHED

## MEDALLION

A big, big favorite on all previous GWTW releases! One of the finest accessories ever provided on any attraction!

Just the thing for placing over front or side marquee, orchestra entrance or in store window. Very effective for theatre front in combination with other display material. Visualize using it in the lobby in conjunction with production stills from the picture.

Lithographed in 5 colors on flat sheets, ready for theatre mounting and cutting out.

**USE ORDER BLANK  
ON NEXT PAGE!**

*No Order Will Be Filled  
Otherwise!*



*See Next Page For Two Other Accessories  
In This BARGAIN PACKAGE Offer!*



# SPECIAL ACCESSORIES

**2**

ONE SET OF FOUR 22x28  
**FRAMED CARDS**  
IN FULL COLOR AND EASEL-BACKED



Separate reproductions of Clark Gable, Vivien Leigh, Leslie Howard and Olivia deHavilland. Each reproduction is recessed with the framed border extending forward, giving the appearance of a framed print. Display them in your lobby and with store window tie-ups.



*Use This  
Order Blank* →

FOR THE BARGAIN PACKAGE  
OFFER OF 3 ACCESSORIES  
FOR ONE PRICE OF

**\$6.50!**

**3**

**PICTORIAL 40x60**  
IN 7 COLORS

For book stores and libraries, store windows, theatre front, lobby, transportation terminals, hotel lobbies. A flash reminder that you're playing "The Greatest Picture Ever Made!"



EMERY AUSTIN, Director of Exploitation,  
M-G-M, 1540 Broadway, New York, N. Y.

Please send me ..... BARGAIN PACKAGES on "Gone With the Wind." Each \$6.50 package will consist of (1) 6-Foot Medallion, (2) A Set of 4 Framed 22x28 Cards and (3) Pictorial 44x64.

Check, cash or money order MUST ACCOMPANY YOUR ORDER. Shipping charges will be extra.

Name ..... Theatre .....

Street .....

City ..... State .....



# SPECIAL ACCESSORIES

## Two Displays In Another Low Cost Package Deal!

THIS IS ONE OF THEM—  
BOTH ARE 3½x5 FEET →

You Get Both  
For \$1.50!

Second Display  
Is Shown On  
Next Page



**ORDER**

*"Pictorial Display  
Combination"*

FROM  
NATIONAL SCREEN

This is a black and white  
accessory. A flash an-  
nouncement heralding the  
"The Greatest Picture of  
All Time."

Display it in outer lobby,  
or on theatre sidewalk, well  
ahead of playdates. Other  
possible locations are co-  
op store window, transport-  
ation terminal, hotel lobby  
or book shop.

## ANNOUNCEMENT EXTRAORDINARY!

This Theatre has been Selected  
for a Special Engagement of  
The Greatest Picture of All Time!



DAVID O. SELZNICK'S

Production of

MARGARET MITCHELL'S Story of the Old South

# GONE WITH THE WIND

in *Technicolor*

STARRING

CLARK GABLE · VIVIEN LEIGH  
LESLIE HOWARD · OLIVIA de HAVILLAND  
A SELZNICK INTERNATIONAL PICTURE

Directed by VICTOR FLEMING · Screen Play by SIDNEY HOWARD

RELEASED BY LOEW'S INCORPORATED

Music by Max Steiner

3 HOURS & 40 MINUTES OF MEMORABLE  
FULL LENGTH! UNCUT! DON'T MISS





24 SHEET



6 SHEET



3 SHEET



INSERT CARD



14 x 22 WINDOW CARD



ONE SHEET



22 x 28 CARDS



A

## SHOWMANSHIP PHOTOGRAPHIC PACKAGES

There are two packages. A and B. Package A contains 25 horizontal production stills from the picture. Package B is a practical selection of material for advertising, exploitation, window tie-ups, lobbies, etc. All the stills are 8" x 10". Order in complete sets, or as many individual stills as required direct from your local National Screen Service Exchange.

# POSTERS and LOBBY CARDS

ORDER ALL  
ACCESSORIES  
FROM  
NATIONAL  
SCREEN  
SERVICE



11 x 14 LOBBY DISPLAY CARDS

## SPECIAL SET OF 6 LOBBY DOOR PANELS



Giant size cards—20" x 60" in Full Color! Use them in the order indicated at left to get the real effect. Put them up in your lobby doors in advance of the picture's showing. Or paste the cards together (without margin) on a board, for unusual lobby display.

Order the set from  
**NATIONAL SCREEN SERVICE**



# Co-op Ads

Picture was first shown in December 1939. Celebrate its national 15th Anniversary with a page of co-op ads—or the anniversary of when it last appeared in your city. Choose either one of these newspaper headings for the purpose, changing “15th” to another number, if necessary.

## BEST CONTACTS ARE PLACES WITH THRIFT AND ECONOMY MESSAGES

Many theatres secured pages of co-op ads with their previous showing of the picture. Those advertisers might want to repeat their ads. GONE WITH THE WIND is a perfect title for advertising thrift and economy messages. Among the places you can contact are:

SAVINGS BANKS  
BUDGET SHOPS  
AIRLINES AND BUSES  
SUPERMARKETS  
DRY CLEANERS  
LAUNDERIES  
VACATIONS AND CRUISES  
CREDIT HOUSES  
GAS STATIONS  
AUTO DEALERS  
BEAUTY SALONS

## CHOOSE A CONTEST FOR CO-OP AD PAGE

One of the following may suit your stores:

- 1 . . . Offer guest movie tickets for coloring one of the outline illustrations reproduced on a previous exploitation page.
- 2 . . . Announce cash and tickets for best answers in 50 words, or less—“Why I Want to See the . . . Theatre’s GONE WITH THE WIND.”
- 3 . . . Advertise cash and tickets for shoppers reporting most courteous sales persons—giving best reasons why and names of the stores.
- 4 . . . Identify Scarlett and win prizes. Use local double of Vivien Leigh to circulate through participating stores.

## SCARLETT RED

Red is a popular summer color in shoes, dresses, coats, fabrics, scarfs, cotton prints, swim suits. Suggest to other stores that they display and identify such merchandise in their windows as SCARLETT RED.

8XE “GONE WITH THE WIND”



8XD “GONE WITH THE WIND”





# Make It the BIG Screen News!

You may run into a movie or city editor who will say, without much thought, that GWTW is old hat, just a reissue and not worth publicity or a review. Give him the honest facts and he'll change his mind quickly.

GWTW is as newsworthy today as it was years ago. The title is known to every adult and 99% of the teen-agers. Dig up some statistics for the newspapers—the attendance at your previous showings; the constant inquiries you get about the picture; the demand for the book in stores and libraries. Make your own poll. Ask all kinds of people if they are interested in the return of GWTW and tell your papers what reaction you get. GWTW isn't just another reissue. It will be attended by more people on its current run than many of the important new pictures now on the market!

## Has Your Scarlett O'Hara "Gone With the Wind"?

Loew's State Theatre, Syracuse, N. Y., was one of the seven pre-release test engagements. It started a stunt which caused plenty of conversation about GWTW. In 1940, when the picture burst on this city, a contest was held to name the "Scarlett O'Hara of Syracuse." The manager discovered this fact by searching old newspaper files.

Mary Lou Sweet won the contest—but she no longer lived at the original address. So, an all-media "search" was launched for the Scarlett who was "Gone With the Wind." Radio and TV commentators asked "Where is Scarlett O'Hara?"—explaining she was wanted so she could be the guest of honor at the latest showing of GWTW. Newspapers cooperated with stories and classified "personal" ads were inserted. Anything in this stunt for your engagement?

## "Whisper" And "Shout" It!

The Syracuse manager also reported interesting results from his personally conducted "whispering campaign" on behalf of his test engagement. Every time he went into a restaurant, bank, store or had any other personal contact, he asked: "Have You Seen Gone With the Wind?" The replies, without exception, indicated that adults saw the picture but wanted to see it again and that teen-agers who hadn't seen it were keen to do so. "Shout" your message by pasting a 24-sheet on lobby floor; preparing and using sidewalk stencils, street arrows and pole cards; by having cashier who answers the phone say: "Did You Know Gone With the Wind is Coming on .....?"; by using every trick of ballyhoo exploitation.

## Teaser And Regular Trailers In Color

Despite the fact that the picture is 15 years old, it is an important event to just about everybody in your community. Consequently your screen should do a first class job of selling this mighty attraction.

**TEASER TRAILER.** Start your first screen announcement two weeks in advance with it.

**REGULAR TRAILER.** This is brand-new and for the first time in the history of "Gone With the Wind" it shows actual scenes from it. Run it immediately after you have finished showing the Teaser Trailer.

ORDER BOTH TRAILERS FROM YOUR M-G-M EXCHANGE



## Don't Overlook the Record

We were advised by the various recording companies, especially Decca, that these "old" platters are still stocked by dealers. The three outstanding platters are Dick Haymes and Gordon Jenkins on Decca; Martha Raye with David Rose Orchestra

on Columbia; and Paul Weston on Capitol. Arrange for window displays, contact disc jockeys, etc.

Bluebird No. B7016A

Vocalion No. 3595

Brunswick No. 7913

Royal Roost No. 516

Columbia No. CL6158

Capitol No. 45-11037

Columbia No. 35394

M-G-M No. 10584A

Capitol No. 10129

Decca No. 1341A

Decca No. 28636

Shep Fields Orch.

Claude Thornhill (Maxine Sullivan)

Horace Heidt

Stan Getz Quartet

Stan Freeman

Billy May Orchestra

Martha Raye-David Rose Orchestra

Mel Torme

Paul Weston

Lennie Hayton Orchestra

Dick Haymes-Gordon Jenkins Orchestra



## Exploit the Published Song

This popular ballad can be an asset to your campaign. Make sheet music window tie-ups, ask local orchestras and vocalists to play and sing the number, and spot it wherever else you can.

For special assistance, write or wire the publishers: BOURNE, INC., 136 West 52nd Street, New York, N. Y.

## Find the GWTW "Babies" Who Were Christened Rhett and Scarlett

Another fine promotion came rolling in from the Syracuse engagement. A story was placed with the Syracuse Post-Standard, announcing that the theatre manager was looking for any youngsters who were christened Rhett or Scarlett back in 1940 when GWTW premiered.

Sure enough—two letters were received by the management. One from Rhett Sweeney of Little York, N. Y.; the other from Scarlett Hitchcock of nearby Fabius, N. Y. Now teen-agers, the kids had their first dates together. Rhett took Scarlett to the opening! The young Syracuse GWTW kids appeared on TV and radio programs, got newspaper interviews and pictures.

Almost every city has a Rhett and Scarlett, if they can be found! A newspaper story and/or radio-TV will get them.



**RUNNING TIME**  
3 Hours, 40 MINS.

## DAVID O. SELZNICK IS ONE OF HOLLYWOOD'S CHAMPION PRODUCERS

David O. Selznick, producer of "Gone With the Wind," has probably received more awards for his contribution to film-making than any other individual in Hollywood.

His pictures have twice won the Academy Award for Best Production of the Year. "Gone With the Wind" was one of these, and, in addition, this memorable production, starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland, won Selznick the Irving Thalberg Memorial Award for Most Consistent High Quality of Production.

Others of the numerous honors heaped upon the producer include the Fame Award as Champion of Champion Producers, given to him for ten consecutive years, the League of Nations Medal, the International Exposition Cup for the Best Productions of All Nations, the Award of the International Cinema Festival, the Photoplay Magazine Gold Medal, four awards from Parents' Magazine, many Blue Ribbon Awards from Box Office Magazine, the National Screen Council Blue Ribbon Award, and a special award for High Quality of Production from the film critics of Mexico.

Selznick has also been honored twice by the National Critics' Poll for Best Production of the Year. He has won the People's Academy Gold Medal, the National Board of Review Award for the Best American Film of the Year, the Showman's Trade Review Special Award for Outstanding Production, and an award from New York University.

### Born in Pittsburgh

Mr. Selznick was born in Pittsburgh, Pa., and was educated in public schools in New York City and at Columbia University. When he entered the motion picture business it was to receive a thorough grounding in all of its departments, including production, distribution and exhibition.

From 1920 through 1925 he worked in publicity, advertising and scenario editing for Select Pictures Corp. He has been a producer of independent short subjects, production representative for associated exhibitors. In 1926 he became story editor and associate producer at Metro-Goldwyn-Mayer. Later, he became, in turn, acting head at the Paramount Studio, vice-president in charge of production at R.K.O., vice-president and producer at M-G-M. Then he organized and became president of Selznick International Pictures, Inc., a position he held up to 1940. He is now an independent producer.

### Box-office Winners

In addition to the celebrated "Gone With the Wind," Selznick has produced such other box-office winners as "Duel in the Sun" and "Since You Went Away" (for which he also wrote the screen plays), "A Bill of Divorcement," which made Katherine Hepburn a star, "King Kong," "The Animal Kingdom," "A Star Is Born," "Nothing Sacred," "Intermezzo," "Rebecca" and "Spellbound," to name but a few.

His most recent productions are "Portrait of Jennie" and "The Paradine Case" and, in association with London Films, "The Third Man" and "The Wild Heart."

## NOW YOU CAN SEE THIS FAMOUS SCENE ON WIDE SCREEN!



Still SIP-108-218

Gone With the Wind Mat 3-B

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . David O. Selznick's never-to-be-forgotten production of "Gone With the Wind" now comes to the . . . Theatre in its new wide screen presentation. The scope and panorama of the enlarged screen adds even more eye-filling spectacle to such scenes of the Technicolor filmization of Margaret Mitchell's famous novel as this, showing an aftermath of Sherman's march to the sea. Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland head a cast of thousands.**

## VIVID RE-CREATION OF EVACUATION OF ATLANTA IN "GONE WITH THE WIND" EVEN GREATER SPECTACLE ON WIDE SCREEN

The doom of the beleaguered city of Atlanta, Georgia, in the summer of 1864, when General William Tecumseh Sherman began his march to the sea — one of the thrilling spectacle sequences of David O. Selznick's production of "Gone With the Wind" — looms as an even greater spectacle in the new presentation of this never-to-be-forgotten picture on wide screen.

Filming the tumultuous panic scene of the flight of the populace of Atlanta amid the burning of ammunition warehouses took three days. There had, however, been months of preparation. The Atlanta set, 3,000 feet long, was the largest ever constructed for a motion picture.

Thousands of extras were employed to represent retreating Confederate soldiers marching through the heart of Atlanta, while a mob of civilians fled in another direc-

tion. Adding to the confusion and panic were sweating horses, artillery caissons, ammunition wagons, ambulances and the assorted vehicles of the refugees.

The climax of the evacuation scene came when Vivien Leigh, as Scarlett O'Hara, darted through the shifting maze of traffic looking for Dr. Meade. It was a dangerous sequence, almost a stunt, but Miss Leigh refused to permit a double to do her work. She couldn't run fast enough in her hoopskirts on the crowded sidewalks, so she hurried along in the middle of the street. As she dodged a red fire truck on its way to a fire started by a bursting shell, she stepped directly into the path of a six-horse

artillery team hurrying to cover the Confederate retreat.

Gray-coated gunners pulled the reins frantically as Miss Leigh's slim figure appeared before them. She stopped, as a person would in heavy traffic. Her wide hoopskirts flared in the face of the lead horse. He swerved aside and the actress slipped by the rumbling wheels, unharmed. Director Victor Fleming, on the sidelines, turned pale, but the Technicolor cameras held their focus and the thrilling and spectacular scene was saved.

Clark Gable, Miss Leigh, Leslie Howard and Olivia de Havilland are the stars of "Gone With the Wind," based on the memorable novel by Margaret Mitchell.

### GUN-SHY

**Vivien Leigh Admits Her Hardest Job in "Gone With the Wind" Was Pulling a Trigger**

### HER GREATEST ROLE



Still SIP-108-P 131

Gone With the Wind Mat 1-B

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . Vivien Leigh as Scarlett O'Hara, the role that made her famous overnight in David O. Selznick's production of "Gone With the Wind," Technicolor filmization of Margaret Mitchell's famous novel. The memorable picture is now brought to the . . . Theatre in its new wide screen presentation, adding even greater scope and spectacle to one of the greatest pictures of all time. Clark Gable, Leslie Howard and Olivia de Havilland are other stars in a cast of thousands.**

Although many consider that the most demanding role Vivien Leigh ever played was that of her neurotic heroine of "A Streetcar Named Desire," the star herself names her Scarlett O'Hara in David O. Selznick's production of "Gone With the Wind" as the most challenging assignment of her career, and one scene the most difficult she has ever had to play.

This was the scene in which she stood near the head of a flight of stairs as a menacing soldier advanced toward her, and then shot him with an old-fashioned cap-and-ball revolver.

"I have never played a scene that scared me quite so much," states Miss Leigh. "There was this soldier coming upstairs. I knew it was Mr. Paul Hurst. But when I pointed the pistol at him and pulled the trigger, the idea burst in my mind — supposing by some frightful error, there was a bullet in it!"

"It took every ounce of willpower I had to pull the trigger, and when the blank went off harmlessly, my knees went weak."

"Gone With the Wind," in which Miss Leigh scored one of her greatest hits with Clark Gable, Leslie Howard and Olivia de Havilland, opens a return engagement at the . . . Theatre, where it will be shown in its new wide screen presentation.

## MELANIE, SCARLETT AND RHETT



Still SIP-108-60

Gone With the Wind Mat 2-B

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . Olivia de Havilland, Vivien Leigh and Clark Gable in a scene from David O. Selznick's production of "Gone With the Wind," one of the greatest pictures of all time, now brought to the . . . Theatre in its new wide screen presentation.**

## GREATEST FILM SCENE EVER SHOT

One of the records set by David O. Selznick's production of "Gone With the Wind" is that of filming the biggest scene ever photographed. And now that scene looms in even greater scope and spectacle in the new wide screen presentation of "Gone With the Wind," opening this week at the . . . Theatre.

The spectacular shot was made possible by construction of the world's largest motion picture camera crane. A giant boom with an extension of 85 feet in any direction, including a direct vertical one, was designed to photograph 1,500 extras on the 40-acre Atlanta, Georgia, set of the Technicolor production, starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland.

So enormous was the crane's weight — 140 tons — that a concrete runway 200-feet long and 12-feet wide was built along the track where the crane moved. The largest camera crane previously in existence had a boom reach of only 33-feet, entirely inadequate for the scene directed by Victor Fleming, in which he shot a close-up of Miss Leigh as Scarlett O'Hara and swung from that directly to a long shot of Union and Confederate wounded soldiers.

The giant camera boom was built with a contractor's rigging crane, mounted with its caterpillar tractor on two trailers, and supported by 46 truck-sized pneumatic tired wheels.

The crane was designed to handle such heavy loads as structural steel members, tanks and electric signs, so it was rigid enough to support the big Technicolor cameras without vibration.

### Important! For Theatres Without Wide Screen!

**THE PUBLICITY STORIES ON THIS PAGE STRESS THE WIDE SCREEN PRESENTATION OF "GONE WITH THE WIND." EXHIBITORS WHOSE THEATRES DO NOT HAVE A WIDE SCREEN SHOULD ELIMINATE ALL REFERENCES TO WIDE SCREEN IN STORIES SENT TO NEWSPAPERS. IN THIS CASE, THE ACCENT IN PUBLICITY STORIES SHOULD BE ON "THE GREATEST MOTION PICTURE EVER MADE!"**



## FACTS AND FIGURES

Everyone who has seen David O. Selznick's production of "Gone With the Wind," considered the most thrilling motion picture ever made, and those who have never seen it before, will want to view the wide screen presentation of this epic drama, opening ..... at the ..... Theatre.

Here are some facts and figures about this celebrated motion picture, a production in Technicolor, which has won virtually every award ever presented for film artistry, including 10 Academy Awards.

David O. Selznick bought the motion picture rights of Margaret Mitchell's novel, "Gone With the Wind," on July 30, 1936, for \$50,000, the highest price ever paid for a first novel up to that time.

The title is a quotation from Ernest Dowson's poem about Cyrena.

The book, which consists of 1037 pages, had surpassed fifty-thousand copies on the first day of sale, shattering all existing fiction records. It has now been translated into 16 foreign languages and has

preparation. In actual production, there were 750,000 man hours.

"Gone With the Wind," a Selznick International Picture, was directed by Victor Fleming. The screen play was written by Sidney Howard; the music by Max Steiner.



Still SIP-108-P 470  
Gone With the Wind Mat 1-A

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . Clark Gable as Rhett Butler in David O. Selznick's production of "Gone With the Wind," one of the greatest motion pictures of all time, now brought to the ..... Theatre in its new wide screen presentation. Vivien Leigh, Leslie Howard and Olivia de Havilland also star in a cast of thousands, now given even greater scope and spectacle on the enlarged screen.**

### Important! For Theatres Without Wide Screen!

**THE PUBLICITY STORIES ON THIS PAGE STRESS THE WIDE SCREEN PRESENTATION OF "GONE WITH THE WIND." EXHIBITORS WHOSE THEATRES DO NOT HAVE A WIDE SCREEN SHOULD ELIMINATE ALL REFERENCES TO WIDE SCREEN IN STORIES SENT TO NEWSPAPERS. IN THIS CASE, THE ACCENT IN PUBLICITY STORIES SHOULD BE ON "THE GREATEST MOTION PICTURE EVER MADE!"**



Still SIP-108-P 452  
Gone With the Wind Mat 1-D

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . Clark Gable and Vivien Leigh in their famous roles of Rhett Butler and Scarlett O'Hara in David O. Selznick's production of "Gone With the Wind." Rated as one of the greatest motion pictures ever made, the spectacular Technicolor film is now being shown at the ..... Theatre. Based on the celebrated Margaret Mitchell novel of the South during the Civil War and in reconstruction days, the picture also stars Leslie Howard and Olivia de Havilland in a cast of thousands.**

sold more than two million copies.

In an international search for a girl to play the role of Scarlett O'Hara, 1400 candidates were interviewed and 90 were screen-tested before the part was assigned to Vivien Leigh. Even such stellar figures as Clark Gable, Olivia de Havilland and the late Leslie Howard were tested before definitely being assigned the respective roles of Rhett Butler, Melanie and Ashley Wilkes.

Approximately 449,512 feet of film were shot, of which 160,000 feet were printed. The finally edited film ran to 19,980 feet. Fifteen-hundred set sketches were drawn; 200 designed and 90 constructed. The recreated "City of Atlanta" is the largest set ever built, consisting of 53 full-sized buildings and 7,000 feet of streets. The amount of lumber that went into the sets is roughly estimated at a million feet.

Seven Technicolor cameras were used to film the fires of Atlanta in duplicate of the actual scenes of more than seventy-five years ago. Flames 500-feet high leaped from a set that covered 40 acres. Three 5000-gallon water tanks were used to quench the flames after the shooting.

Cost accountants estimate that in the preparation of the film, before a single foot was shot, there were 250,000 man hours devoted to



Still SIP-108-328

Gone With the Wind Mat 2-A

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . Clark Gable and Vivien Leigh created one of the greatest love teams in film history as Rhett Butler and Scarlett O'Hara in David O. Selznick's production of "Gone With the Wind." The famous Technicolor picturization of Margaret Mitchell's novel is now brought to the ..... Theatre in its new wide screen presentation, adding even greater scope and eye-appeal.**

## "GONE WITH THE WIND," ONE OF ALL-TIME GREAT PICTURES, EVEN GREATER IN VIVID NEW WIDE SCREEN PRESENTATION

Enlarged Screen Adds Spectacular Scope to David O. Selznick's Memorable Filmization Of Margaret Mitchell's Famed Novel, Starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland



Still SIP-108-384 (Insert 145-X)

Gone With the Wind Mat 3-A

**"GONE WITH THE WIND" ON WIDE SCREEN! . . . One of the greatest motion pictures of all time, David O. Selznick's production of "Gone With the Wind," is now being shown at the ..... Theatre in its new wide screen presentation. The wide screen adds even more breathtaking scope to such spectacle scenes as that above, showing the burning of the Atlanta munitions warehouses. Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland star in the Technicolor filmization of Margaret Mitchell's famed novel.**

### (PREPARED REVIEW)

David O. Selznick's production of "Gone With the Wind," probably the greatest motion picture ever made, is now brought to the ..... Theatre in wide screen.

The magnificent Technicolor film version of Margaret Mitchell's novel, starring Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland, is even more spectacular in its new wide screen presentation. Such spellbinding scenes as Sherman's march to the sea and the resulting panic-stricken flight of the populace from Atlanta, the siege of Atlanta and the burning of its munitions warehouses, the glittering ball at Tara and the plantation sequences, the marching armies and all the pageantry of the Civil War era are given a panoramic effect on the enlarged screen that is literally breathtaking.

The moving scenes of this never-to-be-forgotten story gain added dramatic impact in the vastly enlarged scope of the wider screen, and the color and pageantry of its backgrounds are immeasurably enhanced.

Many pictures have been made since "Gone With the Wind" was first released, but none has eclipsed the surge and power of this stirring love story laid against Civil War days with its tremendous panorama of a country in the midst of conflict.

Seldom has a production been as perfectly cast. Every character lives as Miss Mitchell made him or her alive in the book. Clark Gable's brilliant performance as Rhett Butler is the forerunner of the subsequent roles which made him the Number One box-office attraction on the world's screens. Lovely Vivien Leigh is another who made a

name for herself as the result of her unforgettable portrait of the tempestuous Scarlett O'Hara. Olivia de Havilland reveals her distinguished talents as the gentle Melanie, with the late Leslie Howard completing the story's quartet of stars with a glowing portrait of Ashley Wilkes.

In the supporting cast are such well known players as Thomas Mitchell, Hattie McDaniel, Barbara O'Neil, Ona Munson, Harry Davenport, Evelyn Keyes and Ann Rutherford.

"Gone With the Wind" is a picture to be remembered as one of the cherished motion picture experiences of yesterday, today and tomorrow. Those who saw the original version will find a new thrill in the enlarged scope given to the film by wide screen. Those to whom it is a first view will remember it for the remainder of their lives.

## "GONE WITH THE WIND" PROVED ELIXIR TO THE FILM INDUSTRY

David O. Selznick's production of "Gone With the Wind," one of the greatest motion pictures of all time, which is brought to the ..... Theatre in its new wide screen presentation, has gone down in history as the film which started a whole new trend in motion pictures.

A Technicolor production, its magnitude has never been equalled in artistry, brilliant performance or sheer bulk. In 1940 it won most of the Academy Awards. Directed by the late Victor Fleming, the picture is an all-time box-office hit.

As to the bulk of statistics totaled up during its production, the magnitude exceeds even such present-day spectacles as "Knights of the Round Table," "Ivanhoe" or "Quo Vadis." For example, 3,000 sketches had to be approved before the art, wardrobe and costume heads could start to work, and once the cameras started shooting, approximately 449,512 feet of film were used before the picture ended. Seven Technicolor cameras were employed just to film the first scenes in Atlanta, Georgia, during Sherman's historic march to the sea. Finally, more than 100,000,000 persons have seen the picture since its premiere in Atlanta on December 13, 1939.

The cast is one of the most im-

pressive ever enlisted for a motion picture. Fifty-nine principal players, plus an army of extras for the battle scenes, were used, while the technical staff employed a list of names a column long. Heading the cast are Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland. In supporting roles are Thomas Mitchell, Evelyn Keyes, Ann Rutherford and Victor Jory, among many other well known movie players.

No soothsayer is needed to observe that "Gone With the Wind" proved a springboard to launch most of these on their meteoric careers. Gable, who plays Rhett Butler, is currently among Hollywood's top male stars, with his recent "Mogambo" one of the year's most successful pictures. Vivien Leigh, who achieved overnight stardom as Scarlett O'Hara, has since won wide fame both in England and in the United States. Her last Hollywood hit was "A Streetcar Named Desire." Olivia de Havilland also continued her upward rise following her role as Melanie, with a subsequent Academy Award attesting to her popularity.



GREATER THAN EVER  
ON WIDE SCREEN!

EVERY MOMENT  
OF THE FIERY  
ROMANTIC NOVEL  
COMES TO LIFE!



DAVID O. SELZNICK'S  
Production of

"GONE  
WITH  
THE  
WIND"



DAVID O. SELZNICK'S Production of  
**"GONE WITH THE WIND"**  
 WINNER OF TEN ACADEMY AWARDS



Never in our lifetime have eyes beheld its equal! The great romantic adventure that flooded the screens of the nation with spectacular excitement... and won 10 Academy Awards... returns in triumph! And in their finest triumphs, stars to

match the picture's greatness: Clark Gable, Vivien Leigh, Leslie Howard, Olivia de Havilland and a cast of thousands in a spectacle without parallel in the annals of motion picture history.

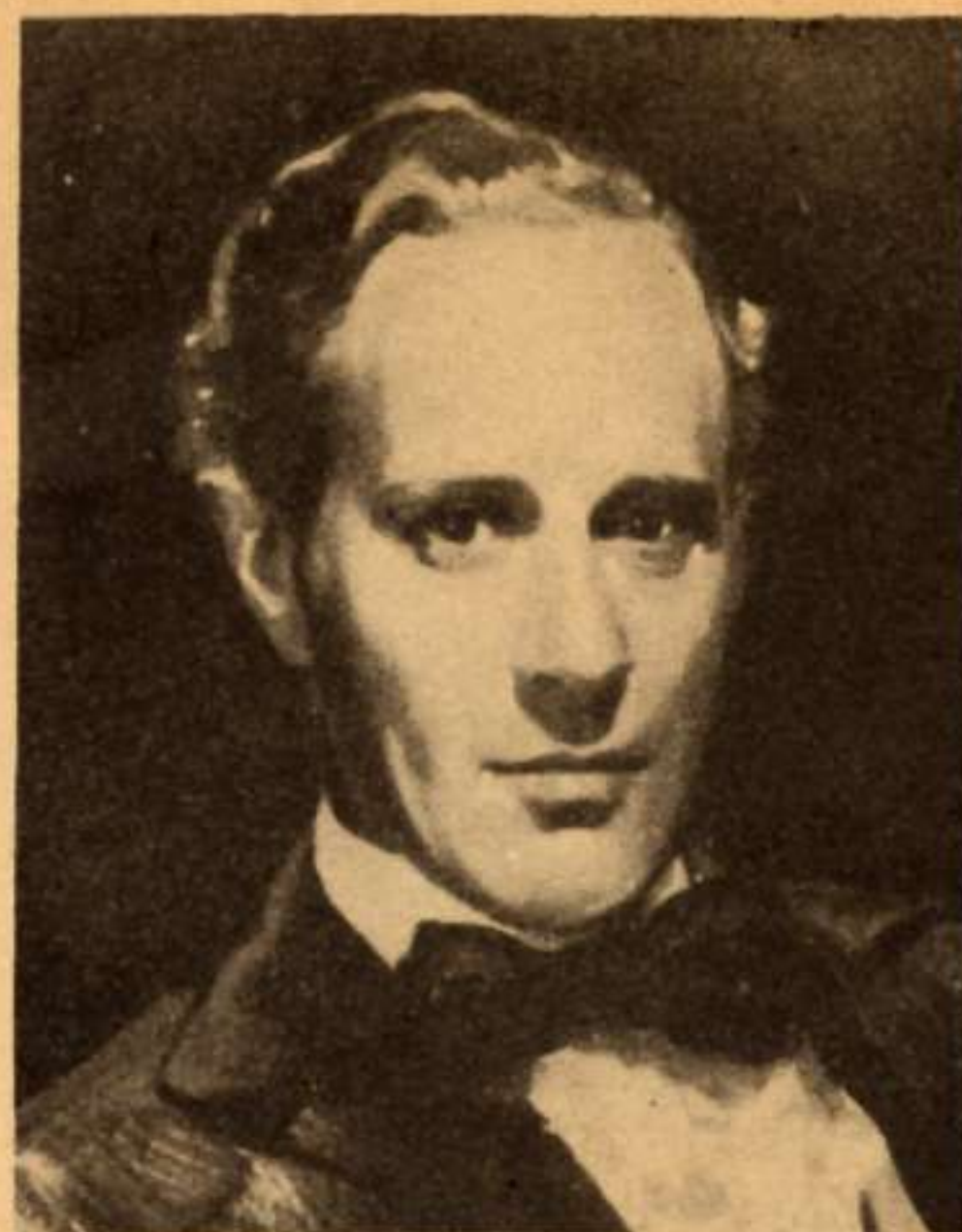
Litho in U.S.A.



CLARK GABLE  
 as  
*Rhett Butler*



VIVIEN LEIGH  
 as  
*Scarlett O'Hara*



LESLIE HOWARD  
 as  
*Ashley Wilkes*



OLIVIA de HAVILLAND  
 as  
*Melanie Hamilton*

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Production of MARGARET MITCHELL'S Story of the Old South

# "GONE WITH THE WIND"

IN *Technicolor*



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VIVIEN LEIGH

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Music by Max Steiner