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PHENOMENAL RESULTS on GWTW in 6 TEST CITIES!

The BOX-OFFICE WONDER of 1954!

THE POST-STANDARD, Syracuse, N. Y.
Scarletts, Rhett's Sought by MGM

About 15 years ago when "Gone With the Wind" was a movie sensation, it was reported that several families had named their newly born girls or boys "Scarlett" or "Rhett" after the two MGM characters played by Vivien Leigh and Clark Gable. MGM is now trying to locate those children, now in their teens. They want them to be guests of honor when "Gone With the Wind" returns in a few months. Please write or call Manager Sam Gilman of Loew's State Theatre.

SYRACUSE HERALD-JOURNAL

If Mary Lou Sweet is in the audience will she please report to center? Mary Lou Sweet, winner of the Wind-Scarlett O'Hara contest in 1940. She is test back in the management of Loew's State Theatre to be a guest of honor at the return engagement of that tremendous picture. Her last known address was 404 Greenwood pl.

SYRACUSE HERALD-JOURNAL

Personal
 ANYONE knowing the whereabouts of Mary Lou Sweet, formerly of Greenwood Pl., who was the winner of the Wind-Scarlett O'Hara contest in 1940. Please contact Mr. Sam Gilman, Manager of Loew's State Theatre, the return engagement of "Gone With the Wind" at Loew's State Theatre.



SCARLETT WITH HORSE AND BUGGY BALLYHOO!

ATLANTA

Sensational Loew's Grand opening climaxed tremendous campaign! Second week terrific, beating 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." Third week is tremendous!

NEW YORK

In its first eight days, GWTW outgrossed every Metro picture that has played Loew's State Theatre! This includes such outstanding hits as "Easter Parade," "Annie Get Your Gun" and "Three Musketeers" which formerly held the record. The talk of Broadway!

SYRACUSE

Best repeat engagement of all time at the State! Topped such attractions as "Show Boat," "Knights of the Round Table," a holiday opening of "The Great Caruso" and New Year's opening of "Million Dollar Mermaid"!

HOUSTON

"Gone With the Wind," one of three new Loew openings, not only beat every other premiere but also the original 1939 opening of the same picture! It's the same story all over—long lines and lobby standees!

SAN FRANCISCO

Current engagement at the Warfield topped the house records during the first six days, established by recent attractions, including new big CinemaScope pictures!

KANSAS CITY

Better than "Ivanhoe" and even a holiday opening of "Mogambo"! GWTW is ahead of every previous great run of the same film, with exception of the first premiere. Everywhere it plays, GWTW gets off to a whirlwind start and holds up to indicate long runs!

CHRISTENED RHETT AND SCARLETT 14 YEARS AGO. FOUND AND EXPLOITED IN GREAT NEWSPAPER, TV PROMOTIONS!



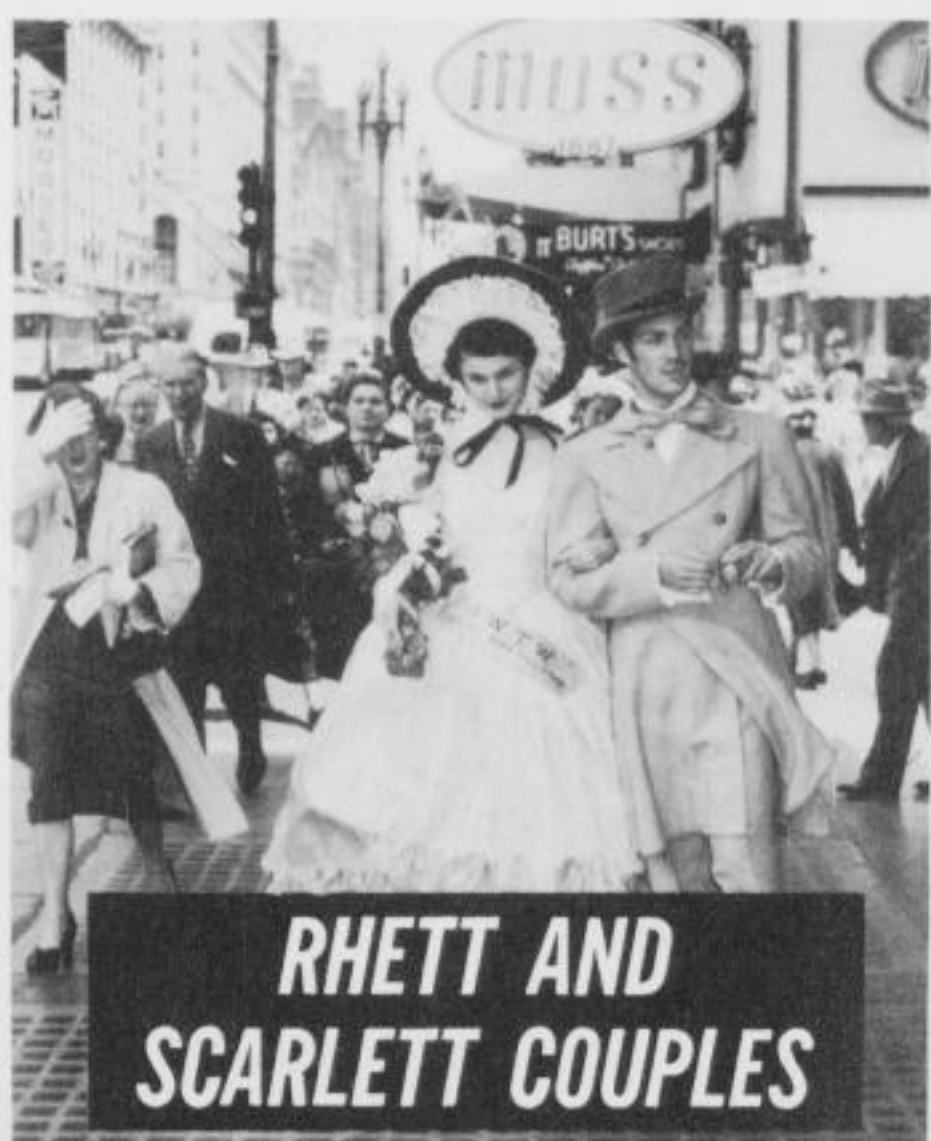
Scarlett, Rhett Named After Stars of Movie

When "Gone With the Wind" was shown as a movie, the names Scarlett and Rhett became household words and two babies in this area were named after the heroine and hero of the book.

The boy and girl, now in their teens, were located as a result of a search by the Post-Standard in 1954. The boy, Rhett M. Sweeney, is the son of a doctor and his mother, Mrs. Sweeney, lives in Fabius and was born Oct. 11, 1938. He is in the seventh grade at Central high school.

The girl, Scarlett Hitchcock, is the daughter of a doctor and his wife, Mrs. Hitchcock, lives in Fabius and was born Oct. 11, 1938. She is in the seventh grade at Central high school.

Both Rhett and Scarlett will be guests of honor at the return engagement of "Gone With the Wind" at Loew's State Theatre.



RHETT AND SCARLETT COUPLES



LONG LINES EVERYWHERE!

WOMAN WAITS FOR BOX-OFFICE OPENING! STUNT CRASHES NEWSPAPERS AND TV!



'Gone' Won't Go Unseen This Time

Mrs. Marion McDonald on Windy Vigil
 Waits Opening of Box Office For "Gone With the Wind"

Mrs. Marion McDonald of 1818 1/2 St. Louis, Mo., today waited for the first showing time in San Francisco.

She went to bed early yesterday afternoon—so she'd be sure to have enough sleep—got up a little after midnight and went down to the Warfield Theatre.

There she sat, flipping coffee and waiting for the picture to start.

Police Officer John O'Connell stopped to investigate, but she said she was perfectly happy and would just as soon stay where she was.

"PRETTY FOOLISH," she said, "I've been invited here inside the theatre."

"It's a 7:30 show," she said, "I'm not going to miss it now."

And she herself had only one hope: "I don't fall asleep during the movie!"



WERE YOU THERE FEBRUARY 7, 1940?

This photo, taken 14 years ago at the Houston premiere of a great movie, is worth money and excitement to you. "Gone With the Wind" at Loew's State Theatre on the night of February 7, 1940. If you can pick yourself from this crowd shot, you can win two passes to the movie. "Gone With the Wind" has broken every all-time record set for a movie and previously has played to 278,300 at Loew's State Theatre. The picture has won numerous Academy Awards.

CASH AND TICKETS TO PEOPLE IN GWTW PHOTO TAKEN 14 YEARS AGO!



BEECHIES GIVEAWAYS!



COTTON FASHIONS!



PEPSI-COLA!



SCARLETT ROSE GIVEAWAYS!



BIG WALKING BOOK!



ANOTHER BIG THEATRE CROWD!



GIANT LOBBY DISPLAY!

READ THE BOOK
"GONE WITH THE WIND"
 AVAILABLE AT YOUR PUBLIC LIBRARY

SEE
 DAVID O. SELZNICK'S
"GONE WITH THE WIND"
 TECHNOLOR UNCL. UNCHANGED

Starts Thursday, June 3rd
 LOEW'S MIDLAND

KANSAS CITY NEWS DISTRIBUTORS
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 KANSAS CITY, MO.

BIG BOOK PROMOTION!

SCHOOL PROMOTION

LOEW'S
 Theatres Everywhere

May 19, 1954

STUDENT PARTNER FOR "GONE WITH THE WIND"

To Heads of English and Social Studies Departments:

A survey recently made in the high schools of the New York area (as well as nationally) indicates an intense interest among teachers and students in the return of "GONE WITH THE WIND".

A large number of schools suggested that some arrangement should be made for attendance of student groups.

In line with these suggestions and desiring to cooperate in every feasible way, the management of Loew's State Theatre has set up the following plan for high school students:

GONE WITH THE WIND—on wide screen with stereophonic sound—opens its engagement at Loew's State, Saturday, May 29.

Effective Monday, May 31, the theatre will be happy to arrange for the seating of groups of students at the morning or afternoon shows (10:30 A.M. or 2:30 P.M.). The picture in all of its original length runs three hours and twenty minutes.

As a special concession to student parties of 25 or more arranged by teachers the price will be \$04 (no tax). This price will be at least several weeks. For a Broadway theatre, you should know the \$04 is pretty low.

If you are interested in arranging a GWTW party, please phone us giving the time and date you wish to attend, the number of the party, etc. All possible cooperation will be extended. The chaperoning teacher will be a guest of the theatre.

Cordially,

LOEW'S
 THEATRE EVERYWHERE

LOEW'S STATE THEATRE
 100 N. 10TH ST.
 NEW YORK 14, N. Y.

Phone LA FAYETTE 67-3451

First Time on Wide Vision Screen with Stereophonic Sound!
 DAVID O. SELZNICK'S
"GONE WITH THE WIND"
 Uncut—Full Length
 LOEW'S STATE JUNE 3rd

WIDE BOOK MATCHES SOLD WIDE SCREEN!