

## Document Citation

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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 "GWTW" 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 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 "G.W.T.W." 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!**



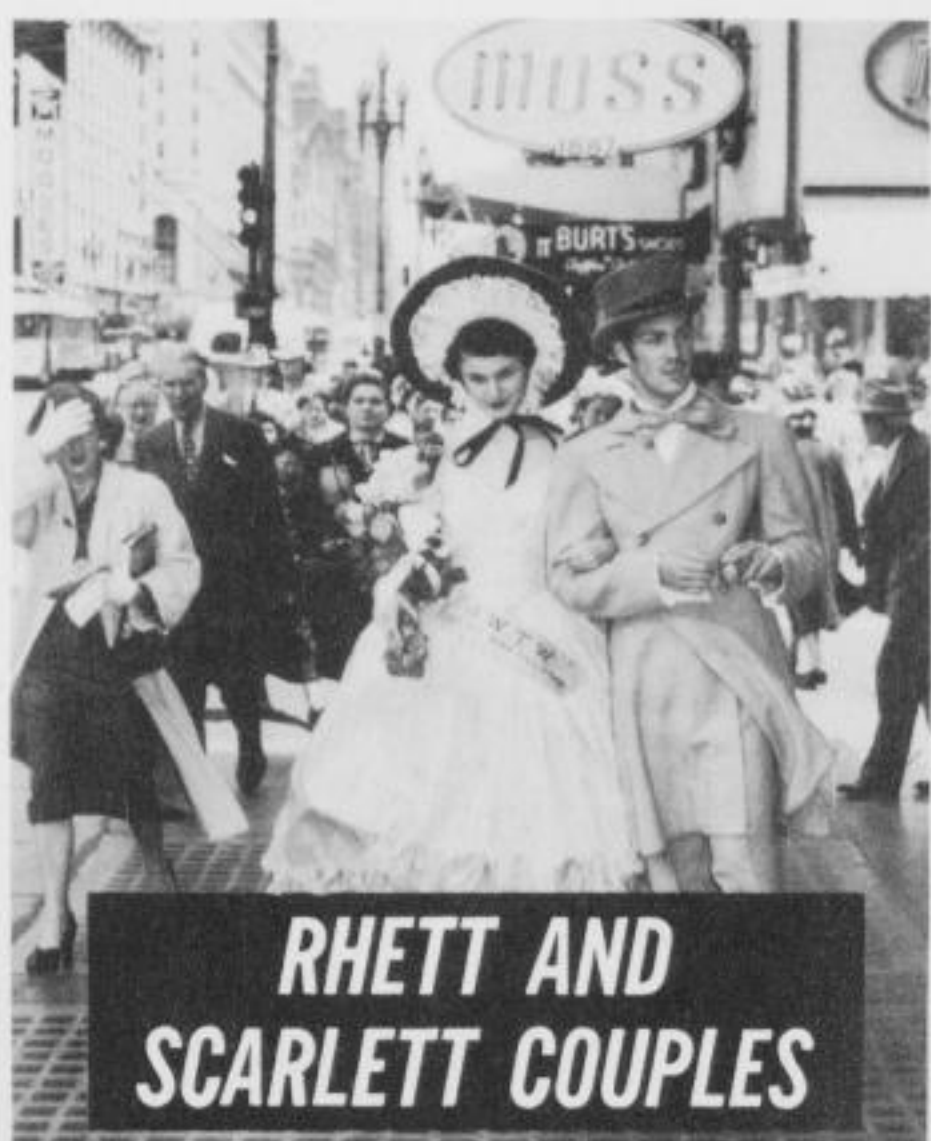
**Scarlett, Rhett Named After Stars of Movie**

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 1940. The boy's name is Rhett M. Sweetney and the girl's name is Scarlett Hitchcock. They were christened in 1940, the year "Gone With the Wind" was shown in this area.

Mr. Sweetney is now a student at the University of the South in Florida and was born Oct. 12, 1940. He is the son of Mr. and Mrs. Michael Sweetney, 1201 E. 10th St., Little Rock, Ark. He was named after the hero of the movie.

Miss Hitchcock is now a student at the University of the South in Florida and was born Oct. 12, 1940. She is the daughter of Mr. and Mrs. G. B. Hitchcock, 1201 E. 10th St., Little Rock, Ark. She was named after the heroine of the movie.



**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 Wind"

Mrs. Marion McDonald of 1818 S. 10th St. today waited for the first showing time in San Francisco.

She was here to see the opening picture of the same name—so much so that she established some kind of an "honorary" record in front of the Warfield Theater.

Hours and even the press were a bit befuddled over Mrs. McDonald's marathon waiting achievement.

But not she.

It was all perfectly simple she explained sitting on a camp stool in front of the box office and a blanket around her.

"Wind" 15 years ago and I'm not going to miss it now," she said she began saying loudly when it was announced that the film would be re-issued with its A. M. today.

She went to bed early yesterday afternoon—so I'd be sure a little after midnight and went down to the Warfield and waiting with patience.

"I'm a m. m. in there—I might go to sleep," she said. Mrs. McDonald explained, explaining her husband's name, "I thought it was pretty funny."

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 in worth money and excitement to you. Taken in front of Loew's State Theatre on the night of February 7, 1940. It shows the opening night crowd at "Gone With the Wind." If you are circled, come to the Chronicle Neighborhood News office and pick up \$5 and two passes to see the greatest of all motion pictures—one that has played around the world and will again be shown here at Loew's, starting June 3. Even if you're not circled, 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 Houston's Loew's alone. 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

**BIG BOOK PROMOTION!**

KANSAS CITY NEWS DISTRIBUTORS KANSAS CITY, MO

**SCHOOL PROMOTION**

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.

Cardinaly,

**LOEW'S** Theatres Everywhere

LOEW'S STATE THEATRE MIDLAND, KANSAS

May 19, 1954

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!**