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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 the 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 Theater 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 "G.W.T.W." at Loew's State Theatre.



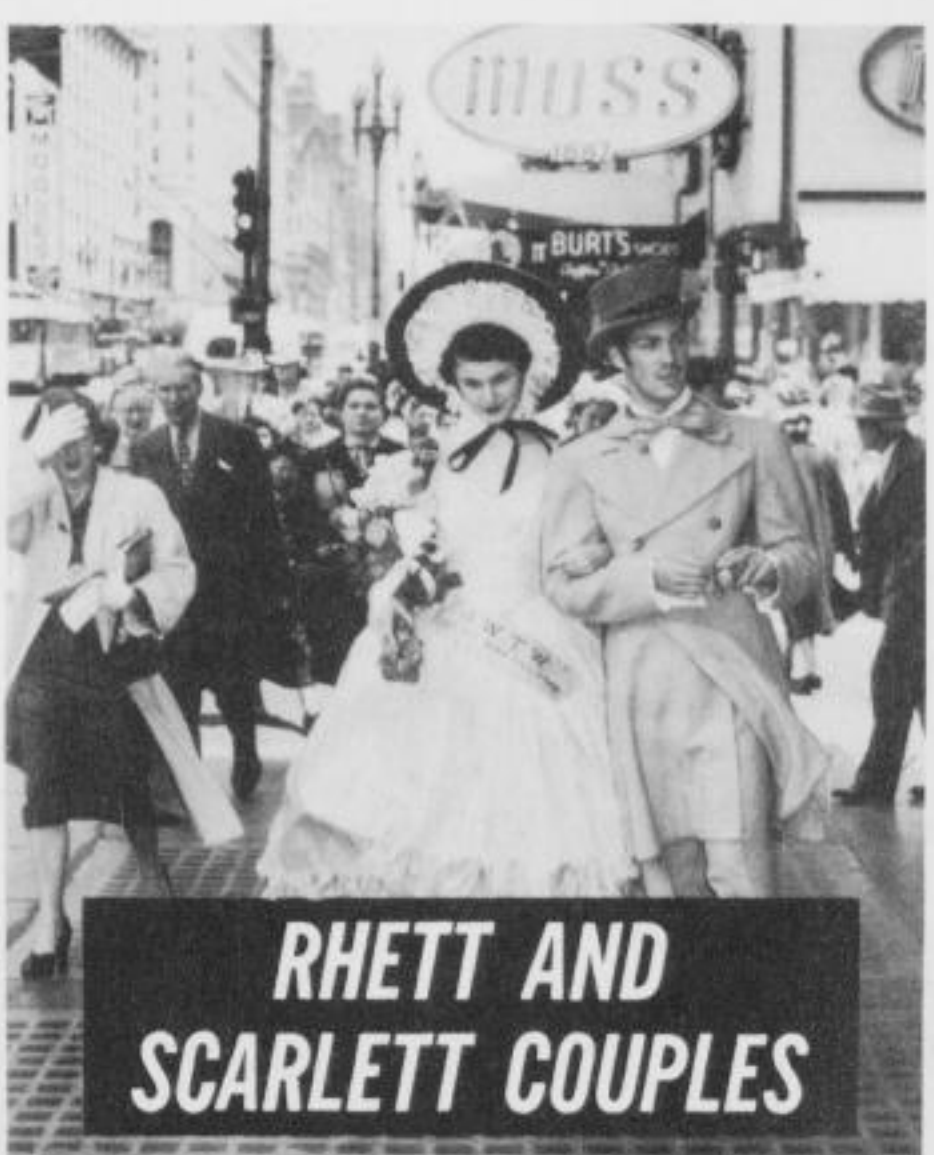
**SCARLETT WITH HORSE AND BUGGY BALLYHOO!**

**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 in the Post-Standard records. The boy's name is Rhett M. Sweetney and the girl's name is Scarlett Hitchcock. They were christened in 1940 at the Loew's State Theatre. Their parents, Mr. and Mrs. M. Sweetney, were guests of honor at the christening. The girl, Scarlett Hitchcock, is the daughter of a prominent family in this area. She is now a student at the University of the South. Her mother, Mrs. M. Sweetney, is a well-known social worker in this area. The boy, Rhett M. Sweetney, is now a student at the University of the South. His father, Mr. M. Sweetney, is a prominent businessman in this area.



**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 First showing time in San Francisco.  
 She was last seen, over the opening picture of the same name, so much so that she established some kind of a record in front of the Warfield Theater.  
 She was a bit of a "stunt" and even the press photographers were a bit befuddled over her. Mrs. McDonald's marathon waiting achievement.  
 But not she.  
 She was last seen, over the opening picture of the same name, so much so that she established some kind of a record in front of the Warfield Theater.  
 She was a bit of a "stunt" and even the press photographers were a bit befuddled over her. Mrs. McDonald's marathon waiting achievement.  
 But not she.



**WERE YOU THERE FEBRUARY 7, 1940?**

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



**BEECHIES GIVEAWAYS!**



**COTTON FASHIONS!**



**PEPSI-COLA!**



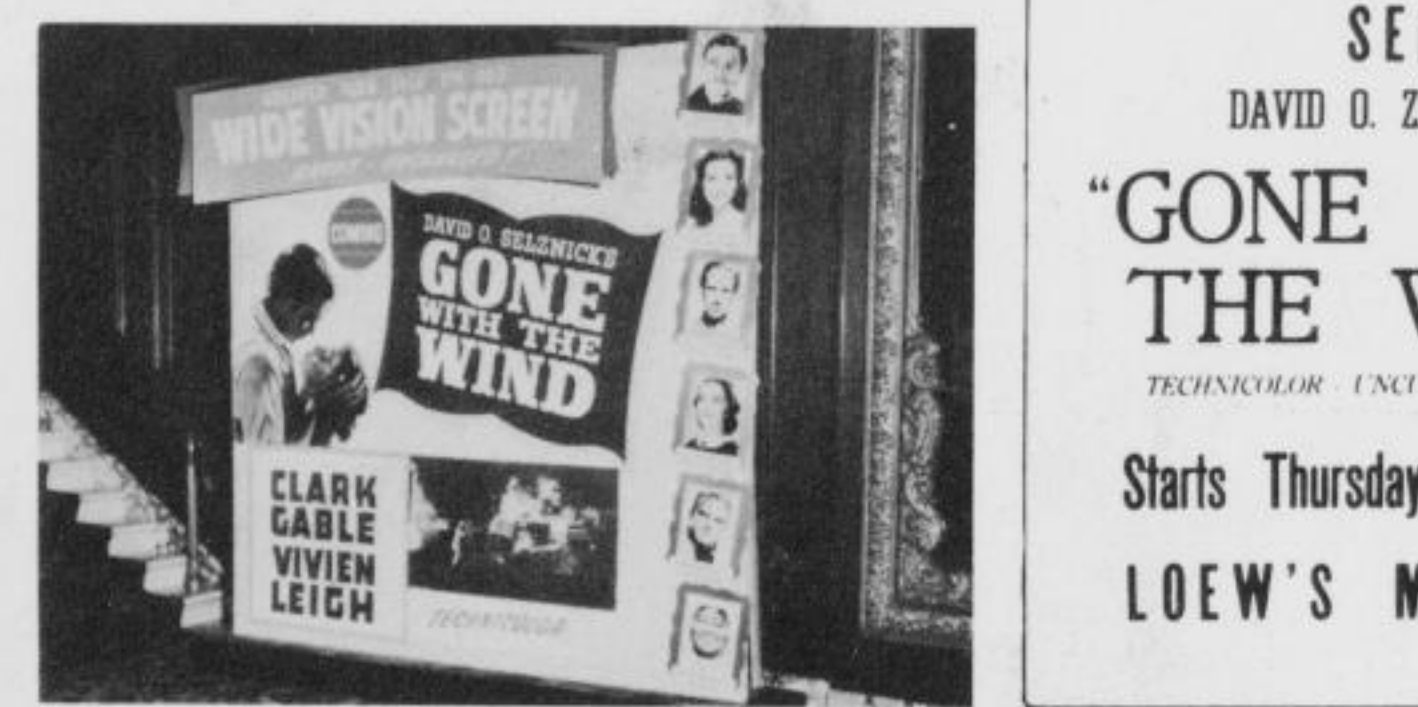
**SCARLETT ROSE GIVEAWAYS!**



**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!**

**SCHOOL PROMOTION**

**LOEW'S**  
 Theatres Everywhere  
 LOEW'S STATE THEATRE  
 100 N. 10th St.  
 NEW YORK 14, N. Y.  
 May 19, 1954  
 STIPEND PARTIAL 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,

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 Theatres Everywhere  
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 Cordially,

**WIDE BOOK MATCHES SOLD WIDE SCREEN!**