

BONUS PDF file: All **GONE WITH THE WIND** Releases in the USA until its Seventh Release in 1967 – now in 70mm!

– Written by: Gerhard Witte, Berlin (Germany) in winter/spring 2021 –

Here is a list of all the film's previous releases in North America. Information taken from the trade magazines "Motion Picture Daily", "Motion Picture Herald", "Motion Picture Exhibitor", "Boxoffice" and "The Film Daily" from this time – source: the impressive non-profit library "Internet Archive" (especially from the collections of the "Library of Congress" in Washington, D.C.)

The Film's First Release: – on 15.12.1939, the big one (World Premiere) in Atlanta (Georgia). For the festive event the entrance of Loew's "**Grand Theatre**" had been a little bit dressed up like "Twelve Oaks" – the Wilkes family's plantation house.



More information about this premiere is available in the report's attached BONUS PDF file: **Gone with the Wind** in 35mm and some of its premieres back then (24 pages).

The article below is from "Motion Picture Daily" dated 23.02.1940:

Wind Ends Atlanta Run; \$250,000 for 10 Weeks

ATLANTA, Ga., Feb.22. – *Gone with the Wind* last night ended a record 10-week run at the "Grand", where it had its world premiere, grossing an estimated \$250,000 for the period.

It is reported that 230,000 people saw the picture. No plans have been announced for showing the picture at any other Atlanta theatre. Raffles opened at the "Grand" today.

A \$15 World Premiere
'Donation Loge Ticket'
of **GWTW**...
for the Benefit of the
Georgia Civil War
Commission.





Above an advert from "The Film Daily" dated 14.12.1939.

The film's World Premiere was followed by widespread roadshow runs at increased admission prices.

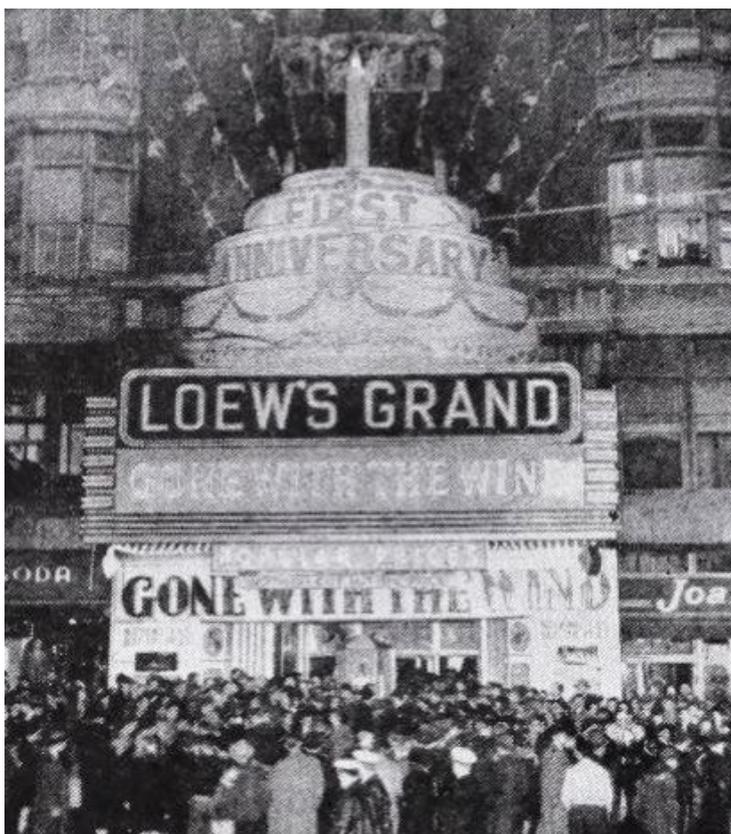
GONE WITH THE WIND

A First Anniversary Birthday Ceremony

On 12.12.1940 (not on 15.12.1940), a festive celebration (for the `Benefit of the British War Relief Society`) of the movie's first anniversary at Atlanta's Loew's "**Grand Theatre**". It is reported that it had been the first time that an anniversary premiere was held for any picture.

The theatre's entrance was decorated to resemble a huge birthday cake – with a 26-foot cake atop the cinema's marquee. Ticket prices for this event were: \$2, \$2.50 and \$5.

Vivien Leigh, Laurence Olivier and Alfred Hitchcock tried to attend the festive anniversary event, but, due to fog, they were delayed – the plane turned away from Atlanta and flew to Augusta (located in Georgia too). Louella Stone, an Atlanta girl, previously chosen from 750 contestants as "Miss Anniversary", stepped in and had carried the show throughout the day.



The image left (the "birthday cake") is taken from the trade magazine "Boxoffice" dated 28.12.1940.

An article from "Motion Picture Daily" dated 16.12.1940:

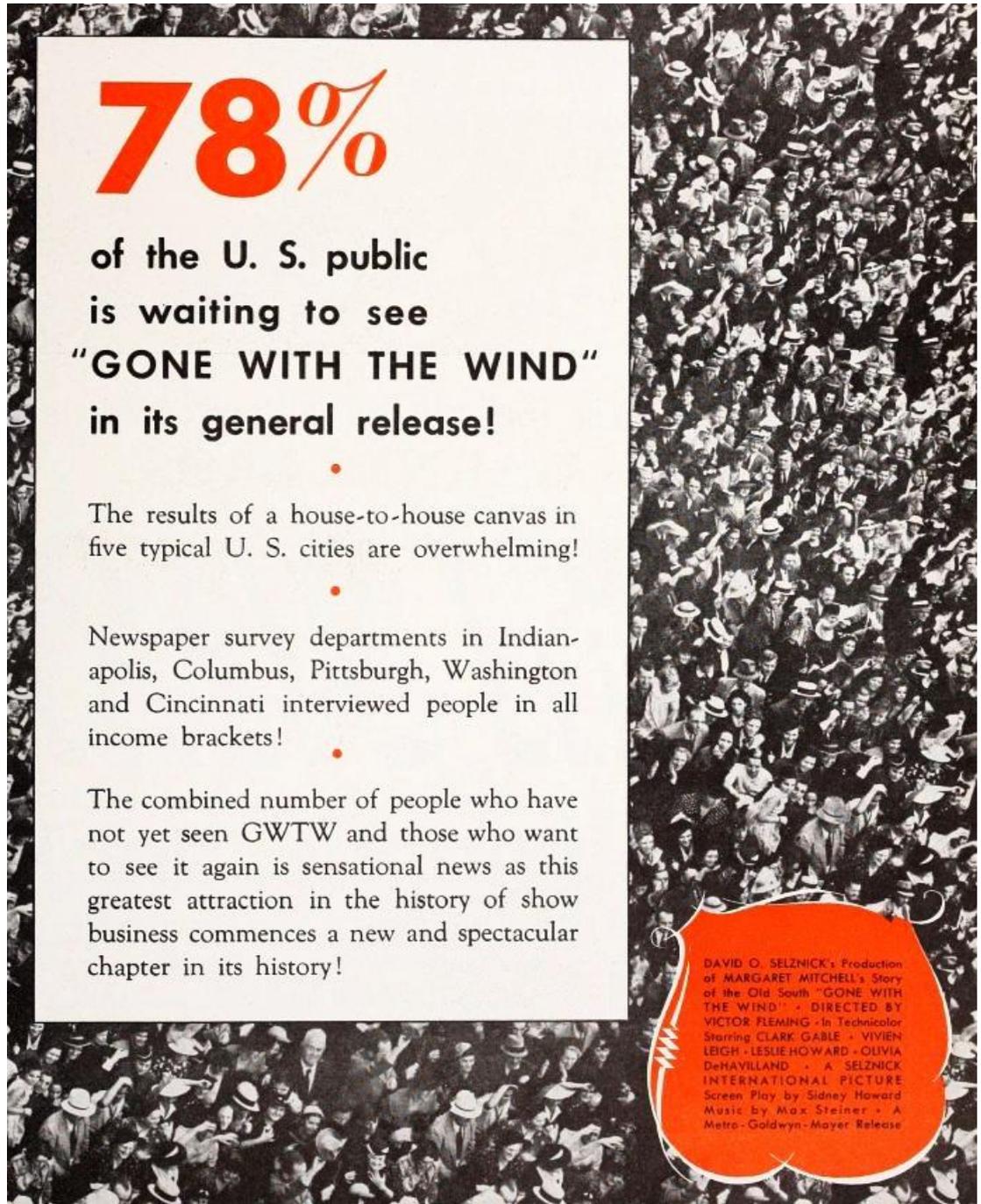
Wind Group Spied Lights of Premiere

ATLANTA, Dec. 15. – *The only thing of the **Gone with the Wind** anniversary premiere Vivien Leigh, Laurence Olivier and Alfred Hitchcock saw Thursday night, they reported, was the misty lights of the search beams in front of Loew's "**Grand**" cutting the murk. But the "miss-out", when their plane was unable to land and went on to Augusta, received as much newspaper space, if not more, than if they had attended the premiere. They visited here Friday on their way back to Hollywood.*

This festive anniversary celebration had been prior to the film's upcoming general release in the USA in the following year.

The Film's 2nd Release: – in January 1941, the film had started its second swing in the U.S. – now its general release at popular admission prices.

Right an advert taken from the trade magazine "Motion Picture Herald" dated 18.01.1941.



78%

of the U. S. public
is waiting to see
"GONE WITH THE WIND"
in its general release!

The results of a house-to-house canvas in five typical U. S. cities are overwhelming!

Newspaper survey departments in Indianapolis, Columbus, Pittsburgh, Washington and Cincinnati interviewed people in all income brackets!

The combined number of people who have not yet seen GWTW and those who want to see it again is sensational news as this greatest attraction in the history of show business commences a new and spectacular chapter in its history!

DAVID O. SELZNICK'S Production of MARGARET MITCHELL'S Story of the Old South "GONE WITH THE WIND" • DIRECTED BY VICTOR FLEMING • In Technicolor Starring CLARK GABLE • VIVIEN LEIGH • LESLIE HOWARD • OLIVIA DEHAVILLAND • A SELZNICK INTERNATIONAL PICTURE Screen Play by Sidney Howard Music by Max Steiner • A Metro-Goldwyn-Mayer Release

An article from "Motion Picture Herald" dated 11.01.1941: **Engagements for Wind** Beginning January 17th, MGM has announced the opening of *Gone with the Wind* in 37 engagements in key cities throughout the country – the first general exhibition of the picture at popular prices.

The article below right is taken from "Motion Picture Daily" dated 22.01.1941: **Wind Opening at "Capitol" (New York) Tomorrow**

Friday, January 24, 1941

Blowing Again

The return of "Gone With the Wind" to Broadway, where it opened at the Capitol yesterday, according to the management and M-G-M, resulted in: (1) a call to the 54th St. station for reserves to handle the crowds, claimed bigger than last year's opening, and (2) a repeat for Usher Danny McTiernan, whose arm was dislocated last year handling the crowds and whose arm was sprained yesterday doing the same thing.

Gone with the Wind will open at the New York "Capitol" tomorrow for its local general release engagement. It will be on a continuous run, popular price basis, running three hours and 40 minutes. On weekdays, the price scale will be 40 cents to 1 p.m., 50 cents to 6 p.m. and 75 cents thereafter. On Saturday, Sunday and holidays, the price scale is 40 cents to 1 p.m., 55 cents to 6 p.m. and 85 cents thereafter.

Regular prices at the house are the same except that the morning price usually is 35 cents. Prices for the original premiere run of the film at the "Capitol" had ranged from 75 cents to \$1.10.

Author's note: **GWTW** had its first New York premiere at 2 Broadway cinemas simultaneously on 19.12.1939 – at the "Capitol" and the "Astor".

The article above left is from "Motion Picture Daily" dated 24.01.1941.

Gone with the Wind ran at Loew's "Capitol Theatre" at popular admission prices from 23.01.1941 till 19.02.1941 (4 weeks) with an aggregate gross estimated at about \$161,000. (Source: "Motion Picture Daily" dated 21.02.1941)

TO YOU
WHO ARE
ABOUT TO
PLAY
GWTW!



The Magic Name on your Marquee

3 IMPORTANT POINTS!



"Is it still playing at high prices, Mr. Manager?"

"No! It is now within reach of all. The cost is approximately HALF of its roadshow prices!"



(1) Tell your patrons: "NOTHING CUT BUT THE PRICE!"



"I suppose it's a much shorter picture now, Mr. Manager?"

"NO! You will see it full length, exactly as roadshow. Not one scene has been cut!"



(2) Tell your patrons: "FULL-LENGTH! UNCHANGED!"



"I imagine I can take my time, it ran so long before and will again."

"NO! It is a LIMITED engagement!"



(3) Tell your patrons: "LIMITED ENGAGEMENT!"



Spread the News Across America!

The results are in!

Amazing news from the first 13 engagements!

(Boston, 2 theatres—Buffalo, Cleveland, Bridgeport, New Haven, Pittsburgh, Washington, Worcester, Hartford, St. Louis, Tulsa, Oklahoma City)

They all played it previously!

And they're now doing 181% of normal biz!

With only 3 performances daily!

And HOLDING OVER in the entire 13 spots!

And in the first 10 small town situations!

Each one has played it before!

It's topping the big towns, doing 220% of normal!

That's positively sensational!

As predicted in nationwide surveys!

Thousands wait for it! Thousands will see it again!

Put "Gone With The Wind" on your marquee!

It's magic!

Above two adverts about the film's second U.S. release at popular admission prices in 1941. Left from "Motion Picture Herald" dated 18.01.1941, and right from "The Film Daily" dated 23.01.1941 – put **Gone with the Wind** on your marquee! It's magic!

"GWTW" returns to the Capitol and tops road show records! Held over!

"SAME AS LAST YEAR!"

THE Film DAILY

If Nazis Saw GWTW, 'Twas Confiscation

Press cables from Berlin say that "Gone With the Wind" has been seen at private showings arranged by Paul Goebbels, propaganda minister, but Loew officials here are inclined to doubt it. Mort Spring, of Loew's international department, said yesterday that there had been reports that GWTW had been shown in both Rome and Berlin but that as far as he knew there were no prints of the picture in continental Europe. Only possible explanation is that a print may have been in the French customs when Germany occupied France and that the picture had been confiscated.

Advert above left from "Motion Picture Daily" dated 29.01.1941: **Gone with the Wind** returns to the "Capitol" and tops road show records! Held over! – the interesting article right is taken from the trade magazine "The Film Daily" dated 21.01.1941.

An article from the trade magazine "Motion Picture Herald" dated 15.03.1941:

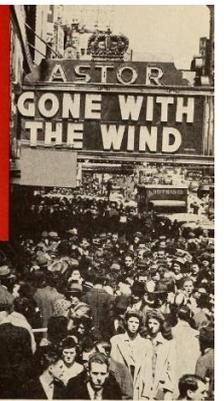
MGM press agents in New York tell us that Vivien Leigh, now in London, dispatched a letter to David O. Selznick, producer in Hollywood, in which she quoted Prime Minister Churchill.

*After seeing Mr. Selznick's four-hour-long **Gone with the Wind**, Miss (Scarlett O. Hara) Leigh wrote Selznick how the fiery Churchill said: "I have been reduced to a pulp. There isn't a bone left in my body. Now I can get back to my own war."*

The Film's 3rd Release: – in February 1942. First "test runs" were organized by MGM on 13th February in Cleveland, Houston, New Orleans, Cincinnati and on 14th February in Buffalo (source "Motion Picture Herald" dated 24.01.1942). It opened at New York's "Astor Theatre" on 31.03.1942, and ran there until 11.05.1942 (6 weeks).



**SOMETHING
TO LOOK
FORWARD TO!**



It's S.R.O. at the Astor. The photo above was taken Tuesday of the second week. Both Tuesday and Wednesday of the second week topped corresponding days of the first week at the scene of its earlier triumph.

Again the spot-light is on
"GONE WITH THE WIND"



VOTED BEST FILM OF THE YEAR
in Film Daily's Annual Ten Best Poll of the Critics!

550 critics across the nation have told America! For the millions who have not yet seen it, for the millions who want to see it again, an important announcement will shortly be made regarding its new presentation.

We conducted a nationwide research
And followed it with box-office tests
So that you would know your
Possibilities for success when you
Play "Gone With The Wind" again!
Seven triumphant test engagements
In cities from coast to coast
With hold-overs of two and three weeks are
Climaxing now at the Astor Theatre
Where it is making history anew!
The proven facts are all you need to know:
Bring it back for sure-fire success!
Millions haven't seen it yet
Millions want to see it again!
Returning by public demand!
The Greatest Picture of All Time!
Get ready for ready money!

P. S. Watch the first 125 bookings set for April!

GONE WITH THE WIND

NOW! triumphant return to the scene of its original record-run engagement

ASTOR

CONTINUOUS PERFORMANCES

Shows Open 8 to 10 P. M.
Closes any time up to 10:00 P. M. and for a complete show

POPULAR PRICES

FULL LENGTH!
Exactly as previously shown!

*For daily news and C.W.T.W. send your card to 100 West 42nd St., New York, N.Y.

(Above) Simple presentation of the full facts in the New York ad campaign.

DAVID O. SELZNICK's Production of MARGARET MITCHELL'S Story of the Old South "GONE WITH THE WIND" - DIRECTED BY VICTOR FLEMING - In Technicolor Starring CLARK GABLE - VIVIEN LEIGH LESLIE HOWARD - OLIVIA DEHAVILLAND A SELZNICK INTERNATIONAL PICTURE Screen Play by Sidney Howard - Music by Max Steiner - An M-G-M Release



Two adverts about the film's third U.S. release in 1942. Left an announcement advert: "Again the spot-light is on **Gone with the Wind**" ... and right: It's S.R.O. (**Standing Room Only**) at New York's "Astor Theatre". Now! A triumphant return to the scene of its original record-run engagement ... "you really haven't seen **GWTW** until you have seen it at least twice." (Bosley Crowther, N.Y. Times). **The two adverts above are taken from the trade magazine "Motion Picture Daily" – left dated 15.01.1942, and right dated 16.04.1942.**

**'Wind' Will Reopen
At Astor March 31**

"Gone With the Wind" will reopen March 31 at the Astor on a continuous run, popular price policy, M-G-M announced yesterday. It will be the third Broadway engagement for the Selznick picture. The first was a dual engagement opening Dec. 19, 1939, and running 43 weeks at the Astor and 11 weeks at the Capitol. The film returned to the Capitol Jan. 23, 1941, and ran three weeks. Thus far the picture has played 57 weeks on Broadway.

**GWTW for Third Time in
34 Loew's Keys April 22**

GWTW will start its third swing of 34 key Loew's theaters in 33 cities on April 22, Metro announced at the week-end. Spots are:

April 22: Loew's, Dayton; Loew's, Indianapolis; Regent, Harrisburg; Colonial, Reading; State, St. Louis; Loew's, Wilmington.

April 23: Grand, Atlanta; Ohio, Columbus.

April 24: Loew's, Akron.

April 29: Century, Baltimore; Valentine, Toledo.

April 30: State and Orpheum, Boston, day-and-date; State, Providence; Poli, Springfield, Mass.; Poli, Worcester; Loew's, Rochester; State, Syracuse; Loew's, Canton; Poli, Bridgeport; Poli, Hartford; Poli, New Haven; Penn, Pittsburgh; Loew's, Richmond; Palace, Washington, D. C.; State, Norfolk.

May 1: Vendome, Nashville; Loew's, Louisville; Midland, Kansas City; State, Memphis; Poli, Norwich.

May 2: Poli, Waterbury.

May 8: Victory, Evansville, Ind.

May 14: Palace, Meriden, Conn.

Left from "Motion Picture Daily" dated 17.03.1942, and right from "The Film Daily" dated 13.04.1942. **GWTW** ran at the "Capitol" from 23.01.1941 – 19.02.1941 (4 weeks).

---The Film's 4th Release: -- on 25.06.1947, Atlanta had been the first again! ---

Again this city had been honored with the first showing in all America of this great picture, prior to its return by popular demand to the screens of the nation! MGM officially re-released **GWTW** with new Technicolor masterpiece reprints at Loew's "Grand Theatre".

Previously, the film had been shown at a lot of MGM trade shows in different American cities. The very first trade show took place at the MGM Screen Room, 630 Ninth Avenue, New York (New Jersey) on 28.4.1947.

Advert right from "Motion Picture Daily" dated 23.04.1947.



M-G-M TRADE SHOW
NEW YORK - NEW JERSEY
TERRITORY ONLY

"GONE WITH THE WIND"

M-G-M SCREEN ROOM
 630 NINTH AVENUE

MONDAY, APRIL 28
9:30 A.M. also 2:30 P.M.

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 Leslie Howard • Olivia de Havilland • and presenting Vivien Leigh as Scarlett O'Hara • A Selznick International Picture • Directed by Victor Fleming Screen Play by Sidney Howard • A Metro-Goldwyn-Mayer Masterpiece Release • Music by Max Steiner

M·G·M TRADE SHOW
"GONE WITH THE WIND"

ALBANY	20th-Fox Screen Room, 1052 Broadway	TUES. 6/3	7:30 P.M.
ATLANTA	20th-Fox Screen Room, 197 Walton St., N.W.	TUES. 6/3	10 A.M.
BOSTON	M-G-M Screen Room, 46 Church Street	TUES. 6/3	10 A.M. & 2:30 P.M.
BUFFALO	20th-Fox Screen Room, 290 Franklin Street	TUES. 6/3	2 P.M.
CHARLOTTE	20th-Fox Screen Room, 308 South Church Street	TUES. 6/3	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	TUES. 6/3	1:30 P.M.
CINCINNATI	RKO Screen Room, 16 East Sixth Street	TUES. 6/3	7 P.M.
CLEVELAND	20th-Fox Screen Room, 2219 Payne Avenue	TUES. 6/3	1 P.M.
DALLAS	20th-Fox Screen Room, 1803 Wood Street	TUES. 6/3	2:30 P.M.
DENVER	Paramount Screen Room, 2100 Stout Street	TUES. 6/3	1 P.M.
DES MOINES	20th-Fox Screen Room, 1300 High Street	TUES. 6/3	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm., 2310 Cass Avenue	TUES. 6/3	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	TUES. 6/3	2 P.M.
KANSAS CITY	20th-Fox Screen Room, 1720 Wyandotte Street	TUES. 6/3	1:30 P.M.
LOS ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	TUES. 6/3	1 P.M.
MEMPHIS	20th-Fox Screen Room, 151 Vance Avenue	TUES. 6/3	1 P.M.
MILWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	TUES. 6/3	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	TUES. 6/3	1 P.M.
NEW HAVEN	20th-Fox Screen Room, 40 Whiting Street	TUES. 6/3	1 P.M.
NEW ORLEANS	20th-Fox Screen Room, 200 South Liberty Street	TUES. 6/3	1 P.M.
NEW YORK	M-G-M Screen Room, 630 Ninth Avenue	PREVIOUSLY TRADESHOW	
NEW JERSEY			
OKLAHOMA CITY	20th-Fox Screen Room, 10 North Lea Street	TUES. 6/3	12 Noon
OMAHA	20th-Fox Screen Room, 1502 Davenport Street	TUES. 6/3	1:30 P.M.
PHILADELPHIA	M-G-M Screen Room, 1233 Summer Street	TUES. 6/3	11 A.M.
PITTSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	TUES. 6/3	2 P.M.
PORTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	TUES. 6/3	2 P.M.
ST. LOUIS	S'Renco Screen Room, 3143 Olive Street	TUES. 6/3	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	TUES. 6/3	1 P.M.
S. FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	PREVIOUSLY TRADESHOW	
SEATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	TUES. 6/3	1 P.M.
WASHINGTON	20th-Fox Screen Room, 922 New Jersey, N.W.	TUES. 6/3	1 P.M.

About 1,000 Atlantans Turn Out
At 8:30 a. m. for MGM's 'GWTW'



Close to 1,000 patrons formed a line about a block and a half long outside the Grand Theatre in Atlanta for the opening of MGM's reissue of "Gone With the Wind." The crowd was large and the hour was early. This photo was taken at 8:30 a. m. on opening day.

Advert above left, **GWTW at diverse MGM trade shows, from "Motion Picture Herald" dated 24.05.1947, and right from "Boxoffice" magazine dated 05.07.1947.**

Information taken from an article in "Boxoffice" magazine dated 05.07.1947:

ATLANTA – Wednesday (June 25), for the return engagement of **Gone with the Wind**, mostly teen-age youngsters rushed the box-office when it opened a half hour later. Boyd Fry, manager of the "**Grand**", said most of the younger set in Atlanta turned out to see if the picture measures up to the rave notices of the press agents and their parents.

The picture's second debut in Atlanta (author's note: not including the movie's festive first anniversary screening on 12.12.1940) was quiet compared to the lavish costume ball that followed the opening in 1939. The ball gown that Vivien Leigh wore in the picture was flown in from the coast for possible use in an exploitation stunt.

Emery Austin, MGM's exploitation head, did some fast thinking. He arranged to present a print of the picture to Governor M. E. Thompson for the State Museum. The governor was gratified. Atlantans were gratified. The State of Georgia was gratified. Thompson received the print with the statement that the picture has given Georgia more favorable publicity than any other single factor in history. Miss Annette McLean, curator of the State Museum, accepted the print of the picture from the governor. It will be on permanent display.

The Film's 5th Release: – on 20.05.1954, Atlanta had celebrated the film's 15th Anniversary Premiere with a parade to Loew's "Grand Theatre".

Author's note: in fact, it had been 14 years, 5 months and 5 days after the film's World Premiere on 15.12.1939.

Mayor William B. Hartsfield participated in it. The premiere had been held for the 'Benefit of the Margaret Mitchell Memorial Scholarship Fund'. The tickets were priced at \$50.00, and were completely sold out. (Information source: "Motion Picture Daily" dated 21.05.1954)

As "Gone With the Wind" Returns to Peachtree St.



The image left is from the trade magazine "Motion Picture Herald" dated 12.06.1954.

The Atlanta Loew's "Grand Theatre" (it opened as 'DeGive's Grand Opera House' in February of 1893) was completely destroyed by fire on 30th January 1978.

The actresses Ann Rutherford (Carreen O'Hara, one of Scarlett's sisters in the film), Eleanore Cammack "Cammie" King (in the film Bonnie Blue Butler, the little daughter of Scarlett and Rhett Butler) and

George Murphy (an American dancer, actor, and politician) were present. Murphy acted as master of ceremonies on various and sundry programs, including both radio and TV.

For the first time, the Technicolor film was presented in `flat` wide screen in a ratio of 1.75 to 1 (and later locally shown, as far as I know, in a ratio of 1.85 to 1 too) and **PERSPECTA** Stereophonic Sound ... "it's just as long as it used to be, but wider."

X-RAY: Based on Margaret Mitchell's novel, this, obviously, still has plenty of money left in it. This is being reissued with Perspecta stereophonic sound. Maximum aspect ratio: 1.75-1.

In New York **Gone with the Wind** opened at Loew's "State Theatre" on 29.05.1954, and ran there until 04.08.1954 – that's 9 weeks and 4 days (or 67 days). At the time, the Fairchild Recording Equipment Company **PERSPECTA** Integrator had been installed at all Loew theatres and was used in this first major Perspecta re-release. (The small image above left is from "Motion Picture Exhibitor" dated 02.06.1954)

----- 1) An article from "Motion Picture Exhibitor" dated 09.06.1954: -----

GWTW Still Making New Boxoffice Records ... New York – *The opening of **Gone with the Wind** at Loew's "State" (and reports from San Francisco and Atlanta) indicate that the MGM release is headed for new records its fifth time around.*

*At Loew's "State", **Gone with the Wind** exceeded the combined gross of the original opening at the "Capitol" and "Astor" in four days. Loew's "Warfield" (San Francisco) reported that the first four days topped every film but one or two, including the original run in 1939. At Loew's "Grand" (Atlanta) the picture topped all other **Gone with the Wind** openings with the exception of the grand premiere in 1939.*

----- 2) An article from "Motion Picture Herald" dated 19.06.1954: -----

***Gone with the Wind**, now in its fifth release, it has outgrossed every one of its previous releases. At Loew's "State" in New York, where it is being shown with stereophonic sound and on a wide screen, the picture drew a whopping \$140,000 in its first two weeks.*

FIFTH TIME ROUND

It's the fifth round for the renowned "Gone With the Wind"--yet its draw still is phenomenal. MGM reports this week the picture has collected at its seven runs approximately \$500,000. It brought \$200,000 at the State Theatre, New York, during three weeks.

The article left is from
"Motion Picture Herald"
dated 26.06.1954.

----- 3) An article from "Motion Picture Daily" dated 06.08.1954: -----

***Gone with the Wind** completed a 67-day continuous performance at Loew's "State" on Broadway with a gross of approximately \$400,000, according to MGM.*

*The only other film to run that long at the "State" was **Annie Get Your Gun**, which in the same tenure grossed about \$100,000 less than **Gone with the Wind**, MGM said. The latest gross figure is an all-time mark for the theatre for that amount of time, it was said.*

G GREATER W WITH T THE W WIDE-SCREEN!

And Stereophonic—what a tonic!—Sound!

America loves GWTW again and again

ATLANTA!

BEATS EVERY SHOWING OF "GWTW" EXCEPT THE FIRST—WHICH WAS THE FAMOUS WORLD PREMIERE!

Press-Time Flash!
2nd Week in Atlanta beats New Year's Week of "Knights of the Round Table." Tops 2nd week "Ivanhoe" and "Quo Vadis."

FRISCO!

"GONE WITH THE WIND" TAKES SAN FRANCISCO BY STORM! TOPS EVERY OTHER "GWTW" RE-ISSUE!

Press-Time Flash!
Business continues sensational! Holds over!

NEW YORK!

15 YEARS AGO!



(Astor Theatre)

(Capitol Theatre)

NOW!

FIRST 6 DAYS AT STATE THEATRE TOPS COMBINED GROSS OF ORIGINAL RELEASE (which played at Christmas) IN 2 THEATRES, ASTOR AND CAPITOL!

Press-Time Flash! Business SRO! Long Run!

PRESS-TIME FLASH!

Every New GWTW Opening Terrific!

HAPPY HOUSTON TOPS ORIGINAL RELEASE!

Imagine! The fifth time around beats the very FIRST! Opening day tops "Quo Vadis," "Show Boat" and other M-G-M Big Ones!

SYRACUSE SENSATIONAL!

Crowds thrilled by Wide-Screen "GWTW"! Opening day tops M-G-M's very Biggest: "Knights of the Round Table," "Show Boat" and others!

KANSAS CITY VERY PRETTY!

They're beating record-breaking "Ivanhoe" business and so can you!

and again and again AND AGAIN!

Above a 2-page advert about the film's fifth U.S. release in 1954. GWTW now presented for the first time in PERSPECTA Stereophonic Sound and Wide Screen. Advert from "Motion Picture Herald" dated 12.06.1954.



NEVER BEFORE IN FILM HISTORY!

G GREATER W WITH T THE W 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

IMAGINE THIS!
"GONE WITH THE WIND" in the first 90 engagements of its fifth release tops its second, third and fourth release and even exceeds the first (original) release in the following cities:

Philadelphia	Birmingham
Boston	Nashville
Cincinnati	Chattanooga
Detroit	Austin, Texas
Evansville	Colorado Springs, Colo.
Pittsburgh	Green Bay, Wis.
El Paso	Charleston, S. C.
Omaha	Washington, D. C.
	Augusta, Ga.

CHOICE OF SOUND: PERSPECTA STEREOGRAPHIC OR OPTICAL 1-CHANNEL

The phenomenal grosses of "GONE WITH THE WIND" in its 5th release are a Miracle of All-Time Show Business!

FOR INSTANCE IN ITS 5th RELEASE!

"GWTW" 128% of "MOGAMBO"
"GWTW" 178% of "LONG, LONG TRAILER"
"GWTW" 133% of "SHOW BOAT"



TYPICAL HEADLINES FROM VARIETY!

"WIND" ROARING! Philly (4th week) "WIND" BOFF! Wash., D. C. (3rd week)
"WIND" LIVELY! Cleveland (6th week) "WIND" WHAM! Pittsburgh (3rd week)
"WIND" WOW! Louisville (3rd week) "WIND" SMASH! Cincinnati (3rd week)
"WIND" SOCK! Indianapolis (3rd week) "WIND" HOT! Minneapolis (3rd week)
"WIND" HEFTY! St. Louis (5th week) "WIND" SOLID! N. Y. (10th week)
"WIND" TOPS! Toledo (5th week) "WIND" MIGHTY! Buffalo (4th week)
"WIND" WHAM! Charlotte, N. C. (4th week)

Above another 2-page advert about the film's fifth U.S. release in 1954. The phenomenal grosses of **GONE WITH THE WIND** are a **MIRACLE of All-Time Show Business!** Choice of Sound: PERSPECTA Stereophonic or Optical 1-Channel. Advert from "Motion Picture Herald" dated 07.08.1954.

The Film's 6th Release: – on 10.03.1961 in Atlanta (GA) again. It had been a three-day observance, sponsored by the Georgia Civil War Centennial (in Tribute to the Year of the Civil War Centennial), which included a parade of personalities on Wednesday (08.03.), a grand Confederate Costume Ball (hosted by Gov. E. Vandiver) at the Biltmore Hotel on Thursday (09.03.), and the festive Civil War Anniversary Premiere on Friday (10.03.1961).

Vivien Leigh (delayed in London and did not arrive until Thursday), Olivia de Havilland, producer David O. Selznick, George Murphy (ex officio ambassador of Hollywood – he had acted here as emcee again) and Douglas Fairbanks Jr. attended the festivities.

Mayor William B. Hartsfield, who had been master of ceremonies at the film's World Premiere in 1939, paid tribute to Margaret Mitchell, as did Governor Ernest Vandiver.

Author's note: On 16.08.1949, Margaret Mitchell had passed away after a five-day battle for life from injuries she had received when she was struck down by a speeding motorist on Peachtree Street (Atlanta). She was only 48-years-old.

After the film's screening on Friday, another inspiring highlight had been the unveiling of painted portraits of Clark Gable and Miss Mitchell.

Drama and Glamor Mark Civil War Anniversary Premiere of 'Gone With the Wind'



In a dramatic gesture, producer David O. Selznick, and stars Vivien Leigh and Olivia de Havilland returned to Atlanta March 10 for the Anniversary Premiere of "Gone With the Wind," which MGM is rereleasing. It was in 1939 that the now famous premiere was held at Loew's Grand, also scene of the Anniversary event (above). Misses Leigh and de Havilland attended the reenactment of the GWTW ball (above) and are shown with their escorts and Selznick (at right). Below, the producer receives a citation from Governor Vandiver. Lower left, Robert Mochrie (R), MGM general sales manager, chats with Louis Formata (L), southern division sales chief, and Herman Ripps, assistant general sales manager, at the ball. George Murphy and Douglas Fairbanks jr. also participated in the colorful festivities. Murphy served as emcee.



The short, illustrated report above is taken from the trade magazine "Boxoffice" dated 27.03.1961.

Here is a YouTube clip on the event:
[\(166\) Centennial Premiere Of "Gone With The Wind" \(1961\) - YouTube](#)

The Film's 7th Release: – on 04.10.1967, **Gone with the Wind** now in **70mm** (Wide Screen, AR 2.20:1) and full Stereophonic Sound. With the film's U.S. opening, Loew's "Grand Theatre" in Atlanta had rolled out the carpet again.

Now in 70 mm.
IN WIDE SCREEN AND FULL STEREOHONIC SOUND

Olivia de Havilland attended the premiere. With her were the actresses Evelyn Keyes and Ann Rutherford (performing Suellen O'Hara and Carreen O'Hara, Scarlett's sisters in the film), and Victor Jory (Jonas Wilkerson in the film). Read more on the event in the report's attached PDF file: **Gone with the Wind** in 70mm Wide Screen and Stereophonic Sound.

Gone with the Wind was presented in "Metrocolor" – MGM's trade name for films that were processed in the Kodak EASTMAN color process back then. They were produced in MGM's own film laboratory located in Culver City (Los Angeles) in California.

**IN 70mm. WIDE SCREEN
STEREOHONIC SOUND**

**RESERVED SEAT TICKETS NOW
AT BOX-OFFICE OR BY MAIL**
BOX-OFFICE OPEN DAILY 10 A.M.
12 NOON SUNDAY

TODAY
At 8:00 P.M.
(Tomorrow at 8:30 P.M.)

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELL'S
**"GONE WITH
THE WIND"**

with
CLARK GABLE VIVIEN LEIGH
LESLIE HOWARD
OLIVIA de HAVILLAND

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An advert about the 70mm film at Loew's "Grand Theatre" in Atlanta.



GONE WITH THE WIND

Now in 70 mm. with 6-track stereophonic sound, David O. Selznick's "Gone With The Wind" returns for fresh conquests, released by Metro-Goldwyn-Mayer as a road-show attraction.

An announcement advert about the film's 70mm version from the trade magazine "Kinematograph Weekly" dated 17.12.1966.