

GONE WITH THE WIND: A FOUR MILLION DOLLAR EPIC

WILL 56,000,000 PEOPLE
FLOCK TO SEE IT?



MANY a movie of the deep South has come out of Hollywood studded with "you-alls" and trailing jasmine blossoms. Never before, however, has any studio had a *Gone With The Wind*, already the most heavily publicized picture of the era, which, at long last, makes its film debut. A tale of Georgia during the Civil War and Reconstruction Era, it has been responsible for many a Hollywood headache as directors have tried to transfer the spirit and atmosphere of the South from the pages of Margaret Mitchell's best-seller to celluloid. High-spot of the picture, as of the book, is the burning of Atlanta (above) with Vivien Leigh as Scarlett O'Hara and Clark Gable as Rhett Butler fleeing before the advance of Sherman's troops in their famed March to the Sea. For over two and a half years casting difficulties had beset the producers of *Gone With The Wind*. Most difficult was the part of Scarlett, green-eyed vixen around whom the 1037 page novel revolves. With every leading lady in Hollywood under consideration, the studios tested and re-tested, concentrating on such favorites as Norma Shearer, Miriam Hopkins, Paulette Goddard. Even the 56,000,000 people reported by the Gallup poll to be waiting to see the picture began to get tired. They sighed with relief when English Vivien Leigh was signed for the role. The other parts filled after innumerable screen tests, the making of the picture moved slowly on—and production costs mounted high. Already \$50,000 had been spent for the book, tests alone had cost some \$25,000, and Tara, mansion of Scarlett's family and scene of much of the action, was erected at a cost of \$10,000, not a small item even in a \$4,700,000 picture. Using a 40-acre set for the scenes of Atlanta alone, the picture was made under painstaking supervision. Not a Southern accent, the studio devoutly hopes, will ring false, not a uniform will be worn that is not absolutely correct. The burning of Atlanta, for which reproductions of the entire railroad yard were built only to be burned to the ground, takes its place among moviedom's epic catastrophies. And so, with fanfare and trumpets, with a super-colossal cast, and with the best technicolor yet produced David O. Selznick gives you *Gone With The Wind*.

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ALTHOUGH it is an epic of the war-torn South, *Gone With The Wind* is even more the story of Scarlett O'Hara, spirited, unscrupulous Southern belle. She loves Ashley Wilkes (above left) but, furious when he chooses another, she marries Charles Hamilton for spite (above right) as he leaves to die for the South against the Yankee army. Love-

sick when she is left a widow, she sets her cap for Rhett Butler, blockade runner, gambler, notorious man about town. While still in mourning she defies convention by dancing with him at the Atlanta Ball (below). Rhett later rescues her from the burning city and marries her, only to leave her as she continues to pine for Ashley.



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