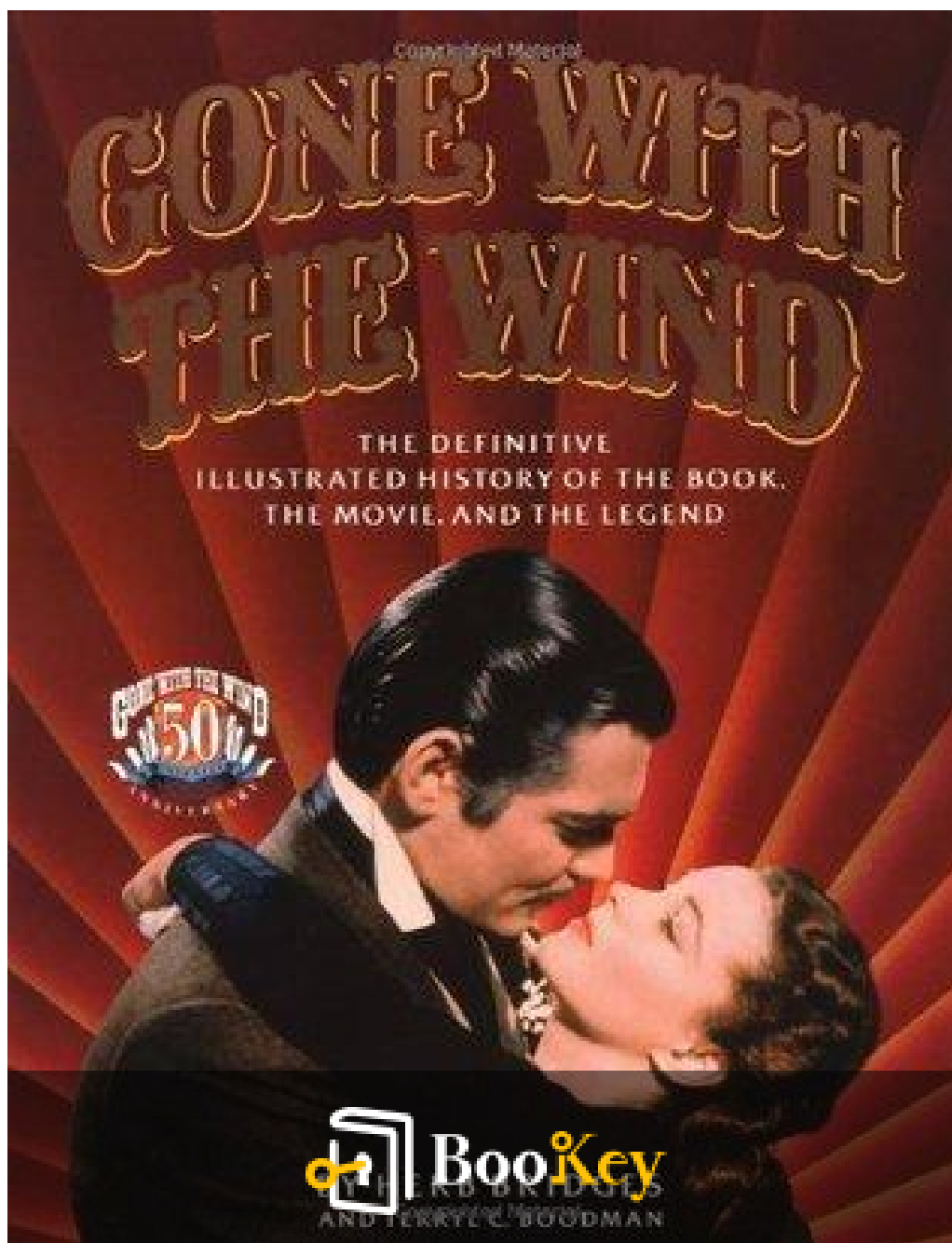


Gone With The Wind PDF (Limited Copy)

Herb Bridges



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Gone With The Wind Summary

"A Cinematic Odyssey Through Hollywood's Legendary Epic"

Written by Books1

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About the book

****Gone With The Wind by Herb Bridges**** welcomes you into a world where cinematic magic and historical intrigue intertwine, inviting you on a riveting journey behind one of the most iconic films of all time. Unveiling a kaleidoscope of untold stories, rare photographs, and insider insights, Bridges' enchanted tapestry captures the heart of the civil war saga's creation. Discover the passion and perseverance required to breathe life into an epic that captured the spirit of a nation. Prepare to be mesmerized as this intimate backstage pass plunges you into the heart of Hollywood's golden era, unveiling the raw, unedited scenes behind the glamor and grandeur. Whether you're a devoted fan of classic tales or a burgeoning film aficionado, "Gone With The Wind" offers a compelling odyssey into the making of a timeless masterpiece—one that promises to engross, enlighten, and ignite a newfound appreciation for this unparalleled work of art.

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About the author

Herb Bridges, a revered historian and author, carved a niche for himself in literary circles with his profound work on America's Southern history, particularly through his exploration of the cultural phenomenon surrounding "Gone With The Wind." Born and raised in Atlanta, Georgia, Bridges developed an in-depth understanding and appreciation of Southern traditions, which he deftly channeled into his writing. His dedication to preserving the legacy of one of America's most iconic novels is evident in his comprehensive offerings like "Gone With The Wind: The Definitive Illustrated History of the Book, the Movie, and the Legend." Bridges' meticulous research and fervent passion for storytelling have made him a pivotal figure in the sphere of historical literature, offering readers new insights into the making and enduring impact of Margaret Mitchell's masterpiece on American society.

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Summary Content List

Chapter 1: Monday,December

Chapter 2: Wednesday,December

Chapter 3: Thursday,December

Chapter 4: Friday,December

Chapter 5: The Movie Makes Headlines

Chapter 6: Promotional Products

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Chapter 1 Summary: Monday, December

On December 11, 1939, the preliminary events leading to the grand premiere of "Gone with the Wind" unfolded with historical flair and local pride. This chapter details the staging of a dramatic re-enactment organized by The Atlanta Constitution newspaper in collaboration with the Jonesboro, Georgia chapter of the United Daughters of the Confederacy. The event creatively brought to life a pivotal escape scene from the storyline of "Gone with the Wind." Despite significant alterations in the adaptation, the reenactment captured the essence of the characters' perilous wartime journey.

The scene depicted Scarlett O'Hara, Melanie Hamilton, Wade Hampton (a character omitted from the movie adaptation), Prissy, and the infant Beau fleeing from Atlanta. In a charming twist, a creaky horse-drawn wagon carried them, with a cow tethered behind, symbolizing the hardship and urgency of their escape. The starting point was the old Union Station in Atlanta, and their destination was the train station in Jonesboro.

Local enthusiasm was palpable, with Mayor Hugh Dickson and the town's leaders declaring it the most significant day in Jonesboro's history. The actors included Molly Puckett as Scarlett, Ida Louise Huie as Melanie, four-year-old Lowell Wooten as Wade, and Leola Lyons as Prissy, with a red-headed doll standing in for the infant Beau. The reenactment was expertly captured on film by cameraman J.A. Bockhorst, sound engineer



C.S. Paden, and assistant cameraman Walter Winn.

This recreation effectively set the stage for the film's anticipated premiere by echoing the novel's Civil War-era adventures. The successful portrayal underscored the lasting impact of Margaret Mitchell's work and anticipated the cinematic release, capturing the public's imagination with both local talent and passion for storytelling. As such, the event encapsulated the blend of historical homage and cultural celebration, cementing its place as a uniquely memorable prelude to the movie's release.

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Chapter 2 Summary: Wednesday, December

In December 1939, Atlanta buzzed with excitement as stars began arriving for the anticipated premiere of "Gone With the Wind." The event was a major spectacle, drawing significant figures from the film industry to the city. Howard Dietz, the director of advertising and publicity for Metro-Goldwyn-Mayer (MGM), was among the first to arrive by train from New York. Greeted by Atlanta's Mayor William B. Hartsfield and MGM officials, Dietz was joined by his wife, Lady Guinness. They were directed to the "Gone With the Wind" headquarters at the Georgian Terrace Hotel.

The three-day premiere event saw a stream of Hollywood glitterati. In a celebratory atmosphere, a microphone interview outside the Terminal Station featured figures like William Rodgers, actress Ann Rutherford, and others, warmly welcomed by Mayor Hartsfield. Ann Rutherford added charm to the event by visiting The Atlanta Journal, eager to see where author Margaret Mitchell once worked. She sat at Mitchell's typewriter, accompanied by Angus Perkerson, the Sunday Magazine editor who had been Mitchell's boss.

A special moment came when Rutherford was declared the honorary Mayor of Atlanta for five minutes, where she actively engaged with employees at City Hall, leaving a memorable impression with an impromptu speech. The highlight of Wednesday's arrivals was the plane at Candler Field bringing



Vivien Leigh, Olivia de Havilland, and producer David O. Selznick, among others. They were welcomed with great fanfare and transported to their hotel, the Georgian Terrace.

At the airport, Olivia de Havilland, who portrayed Melanie in the film, and Vivien Leigh, the iconic Scarlett O'Hara, were greeted with orchid corsages. They prepared to meet throngs of fans eagerly awaiting their presence. The warm welcome included roses presented by Mayor Hartsfield to the stars and Mrs. Selznick.

Celebrities continued to arrive throughout the day, including Ona Munson, known for her role as Belle Watling, and Evelyn Keyes, an Atlanta native who played Suellen O'Hara. Each was greeted with roses, presented by local figures, adding to the enchantment of the day. The three-day extravaganza promised to solidify "Gone With the Wind" as a monumental cinematic event, echoing far beyond Atlanta.

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Chapter 3 Summary: Thursday, December

The Three-Day Premiere in Atlanta

On December 14, 1939, the city of Atlanta hosted an extravagant three-day event to celebrate the world premiere of the iconic film "Gone With the Wind." The occasion was marked by a series of high-profile arrivals and receptions, complete with film stars, historic ceremonies, and a grand ball.

The festivities began with the arrival of Miss Laura Hope Crews, known for her role as Aunt Pittypat, who was warmly welcomed at the Union Station by Atlanta's Mayor, William B. Hartsfield. She was presented with roses, symbolizing the Southern charm that "Gone With the Wind" embodies. Claudette Colbert, another notable actress, was met by MGM officials and the Atlanta Constitution's staff, highlighting the media's keen interest in the event.

A lamplighting ceremony took place, relighting a historic gas lamp as an "eternal flame of the Confederacy." The event was attended by distinguished guests, including members of the United Daughters of the Confederacy, veterans, and the city's mayor, further adhering to the theme of Southern heritage.

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The day was marked by visits to significant sites, like the Confederate Soldiers Home of Georgia, where actress Ann Rutherford interacted with aged veterans and delivered a speech at a luncheon held by the Atlanta Junior Chamber of Commerce. Music and interviews highlighted the afternoon, showing the blend of celebrity and local culture.

Clark Gable and Carole Lombard's arrival at Candler Field created a frenzy among fans, with state troopers forming barriers to manage the crowd. The star-studded parade that ensued featured guests riding through streets lined with spectators eager to glimpse Hollywood royalty. Notable figures included Vivien Leigh, the film's Scarlett O'Hara, and the movie's producer David O. Selznick, signaling the film's deep impact on both cinema and Southern history.

These celebrations finally culminated in a series of receptions and a gala at the Georgian Terrace Hotel. The press reception showcased candid interactions among stars like Vivien Leigh, Olivia de Havilland, and Clark Gable, who were often involved in interviews and social mingling. The ball, held in support of the Atlanta Junior League, featured elaborate period costumes adhering to the film's antebellum theme, underscoring the Southern tradition captured by Margaret Mitchell's narrative.

The grand premiere was an extraordinary event for Atlanta, casting an indelible cultural mark through its display of Southern charm and



Hollywood grandeur. The film "Gone With the Wind" was intricately woven into the fabric of the city's identity, celebrating its premiere with an unforgettable spectacle of Southern hospitality and cinematic history.

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Chapter 4: Friday, December

In December 1939, Atlanta hosted a grand three-day celebration to honor the world premiere of "Gone with the Wind," one of the most anticipated films of its time. The event was a significant cultural moment, attended by prominent Hollywood stars, notable political figures, and local dignitaries. Various events and receptions were organized, reflecting the movie's Southern themes and the significant impact of its source material, Margaret Mitchell's Pulitzer Prize-winning novel.

The festivities began with a luncheon on December 15, hosted by the Atlanta Better Films Council at the Atlanta Athletic Club. Attendees included celebrities such as Ann Rutherford and Evelyn Keyes, alongside influential figures like Mrs. O.D. Bartlett, the president of the films committee. The luncheon venue was decorated to evoke a "Christmas at Tara" theme, referencing the Tara plantation from the novel, featuring Southern flora and festive decor transforming the dining hall into a nostalgic holiday scene.

Another highlight was the special viewing of the "Battle of Atlanta" cyclorama painting, held at Grant Park and attended by filmmakers and stars like Clark Gable and Vivien Leigh. This event served both as an homage to the region's history and a gathering point for guests, who enjoyed a Southern-themed luncheon amidst the historical backdrop.



In addition to these gatherings, a press party at the Piedmont Driving Club brought together cast members, Margaret Mitchell, and other guests including Laurence Olivier and Louis B. Mayer, providing an intimate setting for mingling and press interactions.

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Chapter 5 Summary: The Movie Makes Headlines

The chapters revolve around the events surrounding the premiere of the film "Gone with the Wind" in 1939, a significant cultural event in Atlanta, Georgia. The novel, set during the American Civil War and the Reconstruction era, follows the life of Scarlett O'Hara, a Southern belle grappling with love and survival.

The premiere was an extravagant event, drawing vast crowds and notable figures to Atlanta. The excitement was palpable as Ann Rutherford, who played a significant role in the film, led a procession of stars including Vivien Leigh and Clark Gable, the latter embodying the iconic Rhett Butler. Mayor Hartsfield warmly welcomed the celebrities, noting that they matched what Scarlett and other characters from the book should be.

During the premiere's bustling three-day event, the atmosphere was electric with fans eagerly lining the streets and surrounding Peachtree for glimpses of the stars. Enthusiastic fans cheered as the film's actors participated in parades and social gatherings, creating a scene reminiscent of the novel's romanticized Southern setting. The excitement was further amplified by impressive fireworks and balls celebrating the film's debut, blending modern festivities with the novel's historical backdrop.

Apart from the film's portrayal, real-life drama unfolded as Vivien Leigh



announced her engagement to actor Laurence Olivier, adding to the sensational headlines of the event. Guests and fans were treated to musical performances, including those by famed bandleader Kay Kyser, enriching Atlanta's cultural moment historically tied to "Gone with the Wind."

Overall, the film's adaptation closely followed the plot of Margaret Mitchell's novel, garnering a triumphant response. It not only brought the novel's epic tale to life on screen but also reaffirmed its enduring legacy in American culture, painting a nostalgic image of a bygone era vividly captured by Mitchell's storytelling.

Aspect	Details
Event	The premiere of "Gone with the Wind" film in 1939
Location	Atlanta, Georgia
Significance	A major cultural event, highlighting the legacy of the novel
Main Characters	Scarlett O'Hara (from the novel), Vivien Leigh, Clark Gable (actors), Ann Rutherford
Main Events	Film premiere, parades, fireworks, social gatherings, announcement of Vivien Leigh's engagement to Laurence Olivier
Mayor's Role	Mayor Hartsfield welcomed the celebrities, emphasizing their fit alongside the fictional characters
Fan Atmosphere	Enthusiastic and electric, with crowds cheering for the stars during parades

Aspect	Details
Music	Performances by bandleader Kay Kyser
Overall Reception	The film closely followed the novel and received a triumphant response, reinforcing its cultural legacy
Historic Context	Set during the American Civil War and the Reconstruction era

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Critical Thinking

Key Point: The Power of Cultural Connection

Critical Interpretation: You discover the profound impact of cultural events as catalysts for communal bonding and inspiration. Imagine being part of a moment brimming with shared joy and excitement, as witnessed during the premiere of 'Gone With The Wind.' This monumental event transformed a city into a center of artistry, immersion, and nostalgia. Led by dazzling stars like Vivien Leigh and Clark Gable, this gathering was more than a celebration of cinema; it was a celebration of identity, tradition, and emotional resonance. You are reminded of the power of storytelling to bridge generations, connecting you with the past while inspiring you to contribute to the cultural tapestry. Such events reinforce the importance of cherishing and creating shared experiences that not only celebrate art but also bring people together in collective appreciation of their heritage, proving that stories, when told with authenticity, can transcend time.

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Chapter 6 Summary: Promotional Products

The celebration of the premiere of the film "Gone With the Wind" in Atlanta was marked by a flurry of merchandising activities, reflecting the cultural impact and popularity of the film and the original novel by Margaret Mitchell. During this time, numerous tie-in products were sold at department and dime stores, showcasing a vast array of themed memorabilia. These products aimed to capitalize on the film's success and the public's fascination with the story.

Among the notable items were beautifully bound, limited edition copies of the novel, described as 'The Only De Luxe 2-Volume Edition', which were individually numbered and specifically marketed as cherished keepsakes of Atlanta's grand premiere celebration. Retail giants like Davison-Paxon Company affiliated with Macy's, and Rich's prominently advertised these editions.

In addition to the editions, a Motion Picture Edition of the novel featuring color scenes from the film was available, underscoring the integration of cinema and literature. Lane Drug Stores and Rich's Book Shop advertised these as must-have mementos.

Merchandise expanded beyond books, offering a wide spectrum of personal and fashion items. McGregor's released a "Gone Is the Wind" sports jacket,

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designed for outdoors and active wear. For those seeking beauty products, LaCross introduced a line of "Scarlett O'Hara" themed nail polishes and compacts, and Pinaud offered "Scarlett" perfume and dusting powder. Additionally, flashier items like jewelry modeled after the movie's aesthetic were sold exclusively by Davison-Paxon Co., designed by Ricarde of Hollywood to evoke the glamor of the film.

Stationery featuring "Gone With the Wind" themes was produced by Montag, Inc., making for a thoughtful gift. Dolls modeled after Scarlett O'Hara, manufactured by Madame Alexander, added a touch of childhood nostalgia and were also available in prominent stores like Rich's.

For the culinary enthusiast, Nunnally's Candy Company crafted themed chocolates shaped like a book, with inside pieces named after characters, such as "Prissy Peppermints" and "Rhett Caramels." They were even accompanied by a photo of Vivien Leigh as Scarlett O'Hara, blurring the lines between reality and the cinematic world.

Fashion items also bore the "Gone With the Wind" influence; Allen's promoted exclusive dresses, hosiery, and camisole slips styled after the film's period costumes. The offer extended to more contemporary apparel like the "Scarlett O'Hara" wrap-around scarf, sweaters, and rainwear, blending utility with iconic style.

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Furthermore, Gone With the Wind games and cookbooks were made available as family entertainment options, allowing fans to engage with the theme in the comfort of their homes.

The marketing efforts around "Gone With the Wind" encapsulated a moment where literary, cinematic, and consumer cultures converged, doing so in a manner that allowed audiences to bring home a piece of the "Old South" charm and grandeur as portrayed in the historic film. This impressive merchandising strategy magnified the excitement surrounding the film's release, ensuring that its presence was felt beyond the cinema screen, weaving it into the fabric of everyday life during that era. The coverage of the premiere by prominent publications, as well as thoughtful critiques and discussions of its cultural implications, underlined its significance in American cultural history.

Key Element	Description
Premiere Location	Atlanta
Merchandising Activities	<div>Prolific merchandising reflecting film's popularity.</div> <div>Various themed memorabilia sold at department and dime stores.</div> <div>Products designed to capitalize on film's success.</div>
Limited Edition Novel	'The Only De Luxe 2-Volume Edition' sold as commemorative items.



Key Element	Description
Retail Advertisements	Prominent marketing by Davison-Paxon Co. (Macy's) and Rich's.
Motion Picture Edition Novel	Featured color film scenes; advertised by Lane Drug Stores and Rich's Book Shop.
Personal & Fashion Items	"Gone Is the Wind" sports jacket by McGregor's. "Scarlett O'Hara" nail polish & compacts by LaCross. "Scarlett" perfume and dusting powder by Pinaud. Jewelry by Ricarde of Hollywood. Dolls by Madame Alexander.
Culinary Merchandise	Chocolate by Nunnally's Candy Co., shaped like a book with character-themed pieces.
Fashion Influence	Exclusive dresses, hosiery, and accessories styled after film costumes.
Games & Cookbooks	"Gone With the Wind" themed entertainment for home engagement.
Cultural Impact	Reflects convergence of literary, cinematic, and consumer cultures. Encapsulated the "Old South" charm. Significant in American cultural history as noted by critiques and discussions.

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Critical Thinking

Key Point: Creativity in Adaptation

Critical Interpretation: The premiere of 'Gone With The Wind' exemplifies creativity's transformative power — the ability to reimagine and repurpose a narrative across different platforms and products, reaching diverse audiences. By crafting themed memorabilia from nail polishes to sports jackets, merchandisers harnessed their creative acumen to imbue everyday items with the film's allure. This not only fueled the public's fascination but also revealed a rich interplay between art and commerce. In our lives, embracing this spirit of adaptation can inspire us to innovate and find new dimensions to express our passions, making familiar stories and ideas resonate in fresh, impactful ways.

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