

Mr. Carter: Major Clark Howell says Atlanta didn't put up one thin dime on its Gone With the Wind premiere and was not asked to do so. He said the Selznick people kept a press bureau, a staff of "exploitation" experts etc in Atlanta for weeks before the premiere; brought in all actors and actresses, newspaper writers, motion picture officials etc—several hundred—~~and~~ ^{at} their own expense; kept them there for two days in all cases, three days in most, and furthermore furnished at their own expense ~~all~~ the costumes used by the Junior League in the various balls held during the celebration. He said it was a great show and that Atlanta got a lot of publicity out of it but the picture people were glad to pay all expense for the opportunity of getting the vast amount of publicity the Atlanta showing gave ~~xxxxxx~~ for the national buildup.

3-27-40 12:10pm

JMN