

THE ATLANTA CHAMBER OF COMMERCE

OFFICERS

E. S. POPY, PRESIDENT
JESSE DRAPER, VICE PRESIDENT
GRANGER HANSELL, VICE PRESIDENT
J. S. KENNEDY, TREASURER
W. R. ULRICH, EXECUTIVE SECRETARY

PRYOR STREET AND AUBURN AVENUE

WALNUT 0845

ATLANTA, GA.,

April 3, 1940

DIRECTORS

IVAN ALLEN	W. E. MITCHELL
J. P. ALLEN	DEAN S. PADEN
ALVIN B. CATES	ROBT. B. PEGRAM
CARLYLE FRASER	RICHARD H. RICH
GEORGE A. GIESE	J. E. SANFORD
HERBERT B. HAYES	CHAS. E. SHEPARD
BAXTER MADDOX	HARRY SOMMERS
RALPH MCGILL	H. CARL WOLF
	H. LANE YOUNG

Mr. William Holden
Executive Vice-President
Fort Worth Chamber of Commerce
Fort Worth, Texas

Dear Mr. Holden:

Your letter to Mr. Ulrich concerning the reaction of our business men to our premiere of "Gone With The Wind" has been turned over to me for reply.

The city appropriated \$5,000 toward expenses of the premiere and other activities held in connection with the event. Metro-Goldwyn-Mayer and Selznick-International paid the entire costs for the actual publicity build-up and Metro-Goldwyn-Mayer has only recently issued a big folder showing the methods in which it was handled and its effectiveness. I believe you would be able to obtain a copy of this folder by writing Mr. C. B. Coleman, care of Metro-Goldwyn-Mayer, 2013 Jackson, Dallas, Texas.

Our tourist inquiries following the premiere and subsequent showings of "Gone With The Wind" have almost trebled, and the valuable publicity which Atlanta has received from both the book and the picture is unestimable. It has also tended to make the people here in Georgia more proud of their heritage and instilled in them a new incentive for progress.

I believe it was the unanimous opinion of all of our public leaders that "Gone With The Wind" was perhaps the biggest single thing which has ever happened to Atlanta.

Our tourist business has taken a decided upswing and from all indications will reach a new high this summer. More conventions are being brought to Atlanta in order that delegates might have the opportunity to tour "Gone With The Wind" country. The romantic intrigue is said to be drawing more and more out-of-state students to our colleges; business firms from other cities are turning a greater volume of business to our industries here as they instinctively think of Atlanta whenever products from the South are needed. Whatever costs the premiere might have been to all agencies concerned, it has proven to be most worthwhile in my opinion. The tremendous success which the picture is enjoying certainly made it worthwhile for the motion picture companies, and the increase in business and interest in Atlanta has certainly justified whatever minute part we might have contributed.

But I believe that I am justified in saying this: please remember that "Gone With The Wind" was no ordinary picture, nor was its premiere any

Mr. William Holden

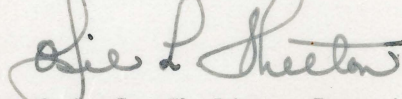
-2-

April 3, 1940

ordinary one. Perhaps we would not have been so fortunate on a picture less great.

I hope that what information I have been able to give you will prove of some benefit to you and your organization. If there is any further information which we might give you on this, please do not hesitate to call on us at any time.

Very truly yours,

A handwritten signature in cursive script that reads "Opie L. Shelton". The signature is written in dark ink and is positioned above the typed name.

Opie L. Shelton, Secretary
INFORMATION AND RESEARCH

OLS/vn