



# Showmen, Sell It Hot!: Movies as Merchandise in Golden Era Hollywood

*John McElwee*

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A noted Hollywood historian takes a first-ever marketing look at the selling of classic motion pictures generated by Hollywood's fabled movie factories in this lush coffee-table retrospective. Movie buffs will enjoy seeing the effects of the Depression, censorship, world war, the Cold War, television, and the counter-culture movement on the changing tastes of moviegoers, and the way showmen responded with creative and sometimes zany ad campaigns. Chapters include the sexy and salacious pre-Code pictures; the launch of the new dance team of Fred Astaire and Ginger Rogers in *Flying Down to Rio*; MGM's gamble on the Marx Brothers with *A Night at the Opera*; lavish campaigns for *The Wizard of Oz* in original release and reissue; creation of a new star, John Wayne, in John Ford's *Stagecoach*; Orson Welles' failed *Citizen Kane* campaign; Billy Wilder's unusual and dark Hollywood statement picture, *Sunset Boulevard*; the selling of *Rebel Without a Cause*, *Giant*, and *East of Eden* following the death of James Dean; Alfred Hitchcock's personal gamble with *Psycho*; and much more!

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