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# Beyond Ballyhoo: Motion Picture Promotion and Gimmicks

*Mark Thomas McGee*

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#4684078 in Books McFarland n Company 1989-08Original language:EnglishPDF # 1 9.50 x 6.50 x 1.00l,  
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**Mark Thomas McGee : Beyond Ballyhoo: Motion Picture Promotion and Gimmicks** before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond Ballyhoo: Motion Picture Promotion and Gimmicks:

2 of 2 people found the following review helpful. Get Ready to Throw That Popcorn!By John M. CozzoliIn the pre-Internet age, selling seats to movies relied on wild promotions, newspaper print ads, and theater displays that grabbed attention. McGee does a solid job of describing the gimmicks, the people responsible for the gimmicks, and the influence both had on the film industry as movies moved from mom and pop fare to subject matter that would capture the teen and pre-teen and young adult audiences, and fight against the encroaching influence of television on the theater box office. McGee's style is clear, concise, and witty as he shares his love and knowledge of Percepto, Smell-o-Vision, and a bygone marketing machine that was highly cheesy as well as highly creative. This book is a perfect gift for any movie buff or horror fan.

William Castle, for instance, was a master promoter. In one scheme involving The Tingler, Vincent Price warns in the movie that "the only way to stop the monster is to scream. That's the signal to the projectionist to throw the switch. Under ten or twelve seats were some electric motors, war surplus things that Castle got a bargain on. The motors vibrated the seat, in the hope of scaring a scream out of someone. Just in case it didn't Castle planted someone in the audience to get the screams rolling." This book is about flamboyant promotion, the con artist side of the movie world-everything the ballyhoo boys did to separate the customer from the price of a movie ticket-Emergo, HypnoVista, 3-D,

Wide Screen, Cinemagic, Duo-Vision, Dynamation, Smell-O-Vision, plenty more. Supporting the text are 107 photos and illustrations, some never-before-published, and a filmography.

"a book to be brought out whenever we begin to think of the 20th century as one of good taste" -- Book Report "excellent" -- Big Reel About the Author Mark Thomas McGee is retired and lives in Palm Desert, California. He has also written several books about the unstable world of low-budget filmmaking.