



Beyond Ballyhoo: Motion Picture Promotion and Gimmicks

Mark Thomas McGee

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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.

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Playing with family inside a park, coming to see the sea world or hanging out with good friends is thing that usually you might have done when you have spare time, and then why you don't try point that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love Beyond Ballyhoo: Motion Picture Promotion and Gimmicks, you could enjoy both. It is great combination right, you still want to miss it? What kind of hang-out type is it? Oh seriously its mind hangout men. What? Still don't understand it, oh come on its identified as reading friends.

Cindy Coleman:

Beyond Ballyhoo: Motion Picture Promotion and Gimmicks can be one of your beginning books that are good idea. We recommend that straight away because this publication has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining but nonetheless delivering the information. The writer giving his/her effort to put every word into satisfaction arrangement in writing Beyond Ballyhoo: Motion Picture Promotion and Gimmicks although doesn't forget the main place, giving the reader the hottest

as well as based confirm resource details that maybe you can be among it. This great information may drawn you into brand new stage of crucial thinking.

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