



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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