"A Breathtakingly Effective Cinematic Equivalent of a Night Out at the Follies."

> -Clive Hirschhorn, THE HOLLYWOOD MUSICAL

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lo Ziegfeld's midway attraction isn't drawing flies. "How's business, Ziggy?" a rival taunts. This winner of 3 Academy Awards[®] including Best Picture* provides the career-chronicling answer. Florenz Ziegfeld Jr.'s business was good (with Broadway's

legendary Follies and more), bad (including times the showman could scarcely rub two nickels together) and rarely lacking optimistic excess.

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The Great Ziegfeld casts William Powell at the head of a lustrous cast including real-life Ziegfeldians and Hollywood favourites (particularly Best Actress Oscar[®] winner* Luise Rainer). Key creative personnel from Ziegfeld shows are on board. And musical numbers (like A Pretty Girl Is like a Melody, which earned Seymour Felix the Best Dance Direction Oscar[®]) meld Ziegfeld lavishness with cinematic pizazz. Great? You bet!



WILLIAM POWELL MYRNA LOY LUISE RAINER IN "THE GREAT ZIEGFELD" WITH FRANK MORGAN FANNIE BRICE VIRGINIA BRUCE REGINALD OWEN RAY BOLGER ERNEST COSSART A ROBERT Z. LEONARD PRODUCTION A METRO-GOLDWYN-MAYER PICTURE PRODUCED BY HUNT STROMBERG

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