"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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup>) 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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