TKAM — Lobby Cards

LOBBY CARDS Lobby cards were photographs containing movie scenes

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Lobby cards were photographs containing movie scenes, usually on card stock,

or cardboard,

for movie goers to collect as they enter or exit a theatre. Many measured 11 X

14

and were designed to entice movie goers to purchase a ticket.

Posted below are several lobby cards from To Kill A Mockingbird. (Source:

TCM)

Students might research: why were they produced in color,

when the film was in

black-and-white?

Background on Movie "Lobby Cards"

http://www.learnaboutmovieposters.com/NewSite/INDEX/ARTICLES/lobby.asp

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