

MOM'S JOY ROOM

Where Obsolescence Ends and Wonder Begins

2964 Fairmont Road • Morgantown, West Virginia 26501 • (304) 282-3671

CERTIFICATE OF AUTHENTICITY & APPRAISAL

"Gone With The Wind" Rhett & Scarlett Musical Figurine

The San Francisco Music Box Company • Late 20th Century • Plays "Tara's Theme"

ESTIMATED WORTH

\$75 – \$125

Complete with original box — a scarce survival for this collectible line.



Rhett Butler sweeps Scarlett O'Hara in the film's iconic embrace

History & Background

When *Gone With The Wind* premiered in December 1939, it became, by many measures, the most

successful film ever made — a cinematic event so enormous that its characters entered the language itself. Rhett Butler and Scarlett O'Hara, played by Clark Gable and Vivien Leigh, remain among the most recognizable romantic figures in movie history, and the film's sweeping score — particularly Max Steiner's "Tara's Theme," named for the O'Hara family plantation — is instantly familiar even to those who have never seen the film.

The San Francisco Music Box Company, founded in San Francisco in the mid-1940s, grew into one of America's best-loved purveyors of musical gifts. For decades the company produced hand-painted resin musical figurines sold in department stores and shopping malls across the country, and its licensed film and storybook lines became fixtures of American gift-giving. Among the most beloved of these was the *Gone With The Wind* collection, issued in the late 1980s and 1990s — a wave of enthusiasm kindled by the film's 1989 fiftieth anniversary and its celebrated 1998 theatrical re-release. The line depicted Scarlett in her many costumes, Rhett in his signature evening dress, and — as here — the two together in the film's defining image: Rhett sweeping Scarlett into his arms beneath the crimson sky of Atlanta.

This example is hand-painted cast resin on a felt-covered base, its wind-up movement playing "Tara's Theme" — the definitive melody of the film. Most pieces from this line have long since lost their original boxes, and many suffered breaks to the delicate lace, skirts, and outstretched arms that define the pose. This example survives in wonderful condition, complete with its original box, and displays the crisp paint detail and clean mechanics of a piece that was clearly cherished rather than merely displayed.

Notable Features

- ◆ Officially licensed *Gone With The Wind* musical figurine by the San Francisco Music Box Company
- ◆ Depicts Rhett Butler and Scarlett O'Hara in the film's iconic embrace
- ◆ Wind-up musical movement plays "Tara's Theme" (Max Steiner, 1939)
- ◆ Hand-painted cast resin with fine lace, gown, and evening-dress detailing
- ◆ Felt-covered display base
- ◆ Excellent condition — delicate points intact, clean paint, working mechanism
- ◆ Complete with the original San Francisco Music Box Company box — a significant rarity for this line

Collector's Notes

This figurine was acquired in September 2026 and joined the Mom's Joy Room collection the same month. The San Francisco Music Box Company's licensed lines were produced in substantial quantities, and loose examples commonly trade between \$20 and \$45; however, examples retaining both excellent condition and the original box are considerably scarcer and command a premium among film-memorabilia and music-box

collectors alike. This piece's estimated worth reflects its completeness and condition, and the enduring, multi-generational popularity of *Gone With The Wind* memorabilia.

"Some love stories never fade — they just wait for someone to wind the key."

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Sandy Wade
PROPRIETOR
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