

Romance and History Are Film Fare in Salem for This Week

"Gone With the Wind" Back With Popular Prices for Five-Day Salem Showing

During the year following its initial public presentation, David O. Selznick's "Gone With the Wind," starting today at the Elsinore theatre, proved itself not only the biggest cinema hit ever released, but exerted more influence on movie production than any other film in Hollywood history.

Popular prices are in effect for the film, which will be shown three times daily beginning at 12 o'clock. The box office will be open at 11:30 a.m. The show will be in Salem through Thursday.

Many critics have pointed out that the general calibre of film production has been raised as a result of the screen transcription of Margaret Mitchell's novel. That the MGM release "marks the beginning of a new era in films" has been borne out in many ways. A recent nation-wide survey conducted by the Women's Institute of Audience Reaction attests to the fact that "Gone With the Wind" has tended to raise general film audience standards throughout the United States, and that the unusual length of the picture, necessary to preserve complete fidelity to Miss Mitchell's novel, has been welcomed by a substantial majority of picture-goers.

No Cuts Are Made
Running time of "Gone With the Wind" is three hours and 45 minutes, and Mr. Selznick has stressed the fact that no "cuts" will be made when the photoplay is made available for popular price showing. The number of persons who have seen the picture a second or third time is also proved by this checkup to be considerably higher than for the normal grade A production.

The stirring and beautiful results achieved in recreating the old south in technicolor in "Gone With the Wind," marking an advance over any Hollywood effort of the past, have been echoed in the larger use of color now being

planned for screen productions. Surveys indicate that the motion picture public, primarily as a result of "Gone With the Wind," are now more "color conscious" than ever before, and that pictures of the future will be enhanced more and more by departures from black-and-white photography.

Brings New Stars
The long talent search which resulted in selection of Vivien Leigh for the role of Scarlett O'Hara, providing tests for a host of talented youngsters during this period, has focused the attention both of Hollywood and the movie public on the potential young talent to be found throughout the country. Since "Gone With the Wind" producers have been turning more and more toward relative "unknowns" or to new types away from the professional acting field. Ellen Drew, Mary Anderson, Evelyn Keyes and others picked from private life for "Gone With the Wind" tests were thus launched on screen careers.

Talent scouts have frequently said that it is a cheap investment for a company to spend \$50,000 in such a search if one important discovery is the result.

Pupils Given Hot Lunches

UNION HILL — Hot lunches are being served to children of the Union Hill school.

Ruth Murphy from Texas entered the seventh grade of the Union Hill school on Wednesday. Edna Morley is absent this week on account of sore throat.

The following children had a perfect score in spelling during the week: Leonard Seeley, Marjorie Tate, Edna Morley, Rollin Heater, Betty Mollet, Bertha Morley, Hilda Rosenbalm, Guy Scott and Charles Morley.



"GONE WITH THE WIND" returns to Salem audiences at the Elsinore theatre today, with Clark Gable and Vivien Leigh in the starring roles. The two are shown in a scene from the stirring epic of reconstruction days in the south. Three complete shows will be presented daily, starting at 12 noon.

Jack Oakie Discloses Tricks; Or How Actors Steal Scenes

By FRANKLIN ARTHUR

HOLLYWOOD, Feb. 22—(AP)—You can cross John Barrymore and Gregory Ratoff off the list of more accomplished movie scene stealers, if you take the word of Jack Oakie, who has worked with the best of them.

Scene stealing has been a dramatic art ever since there has been a drama. Few have been the successful actors who weren't well grounded in it, for the simple reason that it's impossible to be successful unless "people know you're in the picture."

For years, Barrymore and Ratoff, the latter now retired from acting, have been looked upon as near-perfectionists. With graces and waving arms they waded through reel after reel.

Oakie, no slouch at that sort of thing himself, won't deny there are others far more subtle, and therefore more deserving of attention. McLaglen held best.

His No. 1 nomination is the veteran Victor McLaglen. He and Oakie battled through many a film, and Oakie admits he was worsted more often than not. Next he puts Lewis Stone, followed by Wallace Beery, Ned Sparks, Edgar Kennedy, Edmund Lowe, Charles Chaplin, Nils Asther and Slim Summerville.

your back on the camera. The minute you do it, all eyes are on you. Why, I don't know. "Each scene requires a separate technique, usually governed by the players opposite you. But basically it all falls into two classes. If they move slowly, you hustle. If they're active, walking up and down, waving their arms, mugging a little, you do a dead-pan. That's the method of Sparks, Kennedy and Chaplin to name a few. Most directors, he has found, are lenient unless they feel too much of the play is being taken from the stars or the story itself is suffering.

The Call Board

ELSINORE
Today—"Gone With the Wind" with Clark Gable and Vivien Leigh.
Friday—James Cagney and Olivia DeHavilland in "Strawberry Blonde" plus "The Wild Man of Borneo" with Frank Morgan and Billie Burke.

GRAND
Today—"Western Union" with Robert Young, Randolph Scott, added Kenny Allen in "Hawaiian Rhythm."
Wednesday—"Murder Among Friends" with Marjorie Weaver, Cobina Wright, and "Ride, Kelly, Ride" with Eugene Pallette, Mary Healy.

CAPITOL
Today—"Son of Monte Cristo" with Louis Hayward and Joan Bennett, plus Weaver Bros. and Elvira in "Arkansas Judge."
Wednesday—Errol Flynn and Olivia DeHavilland in "Santa Fe Trail," plus "Knute Rockne, All American" with Pat O'Brien and Gale Page.

STATE
Today—"Beau Geste" starring Gary Cooper and Ray Milland, plus "Elsa Maxwell's Public Deb. No. 1" with Brenda Joyce and George Murphy.

LIBERTY
Today—"When the Daltons Rode" with Randolph and Kay Francis, plus "Curtain Call" with Barbara Read and Alan Mowbray.
Wednesday—"Heroes in Blue" with Dick Purcell, plus Edgar Wallace's "Mysterious Mr. Reader" with Will Fyffe.

HOLLYWOOD
Today—Loretta Young, Melvyn Douglas in "He Stayed for Breakfast"; Baby Sandy in "Sandy Gets Her Man."
Thursday—Gene Autry in "Ride, Tenderfoot, Ride"; Richard Dix, Wendy Barrie in "Man Against the Sky."



AN ELSA MAXWELL party is hilarious, and the one she throws in "Elsa Maxwell's Public Deb. No. 1" now at the State theatre, is no exception, with stars such as Brenda Joyce, George Murphy, Ralph Bellamy and Elsa Maxwell. "Beau Geste" returns as companion feature with Gary Cooper, Ray Milland and Robert Preston.



EXCITEMENT in the "Son of Monte Cristo" reaches fever pitch in this scene from the romantic adventure now showing at the Capitol theatre. Starring are Louis Hayward, Joan Bennett and Florence Bates. Plus Weaver Bros. and Elvira in "Arkansas Judge" with Roy Rogers.



THOSE LOVELY starlets from Hollywood are taking a bit of time off for a bit of gossip and a giggle on the broad Pacific beach. Omaha has been re-created in its boom days, when Nebraska was a territory over-ridden by adventurers, two-gun artists and Indians.



Edgar Kennedy, Baby Sandy and William Frawley in Universal's hilarious action comedy, "Sandy Gets Her Man," starting today at the Hollywood theatre and second comedy hit, Melvyn Douglas and Loretta Young in "He Stayed for Breakfast."



THE DALTON GANG, famed bad men of the old west, ride again in the thrilling epic of days gone by, "When the Daltons Rode," starring Randolph Scott, Fay Francis, Frank Albertson, Brian Donlevy, Broderick Crawford and Stewart Erwin. This thriller starts today at the Liberty theatre along with "Curtain Call" starring Barbara Read and Alan Mowbray.



THE MUTTS don't mind, or at least they shouldn't, being held by Ann Edmonds, Lucie Carroll and Peggy Higgins. They were caught on the Warner lot putting their mutts through their paces.

STATE THEATRE
BROUGHT BACK By Popular Demand
3 Days Only!
Paramount Presents
GARY COOPER
in THE NEW
"BEAU GESTE"
RAY MILLAND
ROBERT PRESTON
Brian Donlevy • Susan Hayward
J. Carroll Nash • Donald O'Connor
Today
Mon.
Tues.

ELSA MAXWELL'S
Public Deb. No. 1
George MURPHY • Brenda JOYCE
Elsa MAXWELL • Micha AUER
Charlie RUGGLES • Ralph BELLAMY

ZANE GREY'S WESTERN UNION
IN TECHNICOLOR
ROBERT YOUNG
RANDOLPH SCOTT
DEAN JAGGER
VIRGINIA GILMORE
John Carroll • Slim Summerville • Cash Williams
Dorothy Foy • Susan Hayward
Screened by GARY LEE
GRAND

Baby and Mother Make Visit
MACLEAY — Mr. and Mrs. J. C. Amot have as their guests Mrs. Harmon Beck and tiny daughter, Janice Leah, who are home from the Salem hospital. The fourth child, Peter Joseph, arrived at the home of Mr. and Mrs. Joseph Wodsewoda a few nights ago.

Quits Publishing
TURNER — Charles S. Clark, local resident who edited Turner's newspaper for a number of years and later moved to Salem and established "The Yew Park Reveille," continuing Turner news columns, has recently discontinued his publication.

WARNER'S ELSINORE SALEM'S LEADING THEATRE
STARTS TODAY
FULL LENGTH
EXACTLY AS ORIGINALLY PRESENTED NOTHING CUT BUT THE PRICE
RNETT TAKES SCARLETT IN HIS ARMS!
Continuous Every Day From 12:00 Noon
3 Shows Daily
Doors Open 11:30 a.m.

GONE WITH THE WIND
MATINEE Gen. Adm. 40c
Except Sunday
Evenings and All Day Sunday 55c
Children 25c
Matinees Only All Prices Include Tax
SHOWS START 12:00 Noon 4:15 - 8:25 p.m.

Continuous Today 1:45 to 11:30 P.M.
CAPITOL Starts Today
NEW LOW PRICES!
Bargain Matinee 15c
Evenings 500 Good Seats—20c
Lower Floor 25c
Loges 35c
Come Early
Prices Include Tax

Think of It! What a Show at These Prices!
Producer of the never-to-be-forgotten "Count of Monte Cristo," brings to the screen an even greater adventure in high romance!
The SON of MONTE CRISTO
LOUIS HAYWARD
JOAN BENNETT
and GEORGE SANDERS
— Companion Feature —
ROY ROGERS
WEAVER BROTHERS AND ELVIRA
ARKANSAS JUDGE
Salem's Popular Theatre
Perfect Sound! Perfect Projection! Air-Conditioned!