GONE WITH THE WIND"

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Burns & Co.

The Prince Rupert business people featured on this page extend a Hearty Welcome to the hundreds of Visitors who will be here for the Big Super-Feature Picture next week. Call and see them.

"Gone With The Wind," Coming Here Next Week, Heralded As One Of Great Pictures Ever

There was a day when one spoke of the motion picture's infancy. Then, with talkies, one said: "Ah, now the movies are growing up." Today, with the world-wide release of the great epic drama, "Gone With The Wind," the film entertainment field enters a new era. The "growing" up" process is over. The film, breathtaking in scope, bears the stamp of full maturity. Starring Clark Gable as Rhett Butler and Vivien Leigh as Scarlett O'Hara, it does full justice to the famed Margaret Mitchell book, sticking faithfully to plot and dialogue and fulfilling the expectations of its millions of readers everywhere.

Running for three hours and forty minutes, the picture opens at the Capitol Theatre on Monday, with a policy of two performances daily starting at 2 and 8 p.m. and reserved seats for all performances, thus enabling the waiting filmgoers to be in their seats at the commence-

ment of the picture.

With one magnificently portrayed scene following the other in the brilliantly handled Technicolor, audiences have found it difficult to decide on their favorite episode. However, three of those scenes which have invoked the most comment are the spectacular burning of Atlanta; the later pictorial effect which depicts the gallant Southern army spread out on the ground for medical treatment, creating an effect of defeat and despair that stretches into infinity; and lastly, the amazing emotional portraiture of Hattie McDaniel as Mammy, and Olivia De Havilland "Gone With the Wind" reserved as Melanie, as they walk up the miles of red-carpeted stairway and in sobbing accents discuss the tragic death of the Capitol Theatre. The orders Rhett's and Scarlett's child.

Hundreds of other brilliant players abound in the receipt. case, including Leslie Howard, Lau-

HEAVY ADVANCE SALE

ra Hope Crews, Thomas Mitchell,

Ona Munson and Ann Rutherford.

Advice from the Capitol Theatre says they wouldn't be surprised if the advance sale in this city, prior to the opening, might reach as high as 1500.

Clark Gable



Male lead in "Gone With the Wind"

FROM FAR AFIELD

Visitors from as far west as the Queen Charlotte Islands, east to Burns Lake, south to Ocean Falls and north to Stewart are coming to Prince Rupert for "Gone With the Wind." It will be one of the biggest attractions for visitors here in some time. The seat applications received at the Capitol Theatre make this clear.

SMART AUDIENCES

In other cities the opening of "Gone With the Wind" has been a gala occasion. In some cities it has been the signal for socialites get out their tuxedo suits.

Vivien Leigh



Playing Scarlett O'Hara, principal feminine character in "Gone With the Wind."

ADVANCE SALES

The handling of mail orders for seat tickets has become a major operation behind the scenes at are filled in the sequence of their

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Matinees — TWICE DAILY — Evenings

GONE

WITH THE

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NOTE:

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length of 'Gone

With the Wind'

performances

will start sharp

on the times

advertised

2 P.M.

and

8 P.M.

SEEN HERE EXACTLY AS

PRESENTED AT IT'S FAMED

ATLANTA PREMIERES

Big Picture

Notes About

"NOT ONE INCH"

Among the inquiries being received by Capitol Theatre regarding "Gone With the Wind" are some as to whether the picture will be cut when it is shown in this city. For some reason a rumor has spread to that effect. "There will not be one inch cut from the original 'Gone With the Wind' film," explains Manager D. G. Borland. "We will present this igreat picture exactly as it was presented at the premiere showings in Atlanta and New York

SOUVENIR PROGRAMS

Cambrai Chapter, Imperial Order. Daughters of the Empire, will exploit the showings of "Gone With the Wind" here next week by offering souvenir programs for isale at each performance. The proceeds of the sale of the programs will go to the Chapter's war work.

CHOOSING TITLE

Almost a part of the daily life of film-goers everywhere, is that four-word dynamic title "Gone With the Wind."

But, though the readers of the book number upward into the millions, there are a few that realize that this title was not the inevitable choice it now seems.

After working on the novel for seven years and revising it for three, its author, Margaret Mitchell, had to set about making a choice of title from the fifty she had at various times put aside. Finally, she made her choice from the Ernest Dowson poem::

"I have forgot much, Cynara! Gone with the wind, Flung roses, roses riotously with

the throng, Dancing, to put thy pale, lost lilies out of mind.

The interpretation, as related to the book and film "Gone With the Wind" is supposed to imply the loyalty of the true Southerner to his land, in spite of the fact that his interests and fancies might undergo many changes in

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