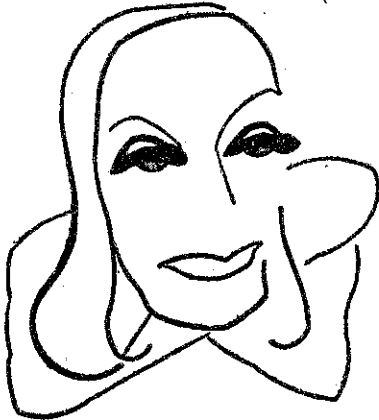


hits was actually written at the St. George!) Other big plays that will come to the screen in the next year are "Call It a Day," the much-discussed and partly-banned "Parnell," "Winterset," "Sweet Aloes" and "The Postman Always Rings Twice."

### When You Yawn:

IT seems that nothing can oust the "star system," a system that has persisted since it was evolved by Lasky and Zukor back in 1912. The public goes to see Fred Astaire or Shirley Temple, Joan Crawford or Gary



#### GRETA GARBO.

Never heard of "Anna Karenina," and probably wouldn't be much impressed if they had.

Cooper; the name of Garbo spells magic to millions who have never heard of "Anna Karenina," and who probably wouldn't be much impressed if they had. The fact is that men and women are interested in other men and women, and not in abstract ideas. While Raymond Massey and Pearl Argyle and Cedric Hardwicke held the floor in "Things to Come," the audience was vitally interested; when it was given a display of cellophane and glass and futuristic elevator's it began to yawn. There is no avoiding the personality on the screen. If you feel badly about Jean Harlow, for instance, you are hardly likely to enjoy the film that she may be in.

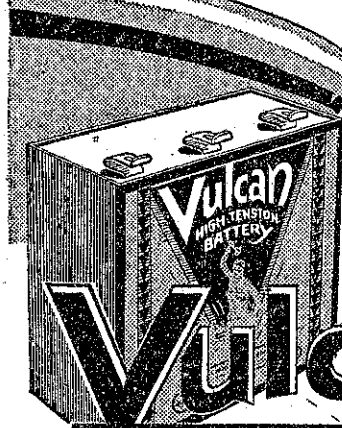
### Sheer Snobbery.

IT is sheer snobbery to pretend that you don't take an interest in the personal element in films. Frankly, I'd much rather look at Marlene Dietrich than a tricky camera angle; I get a much bigger kick out of Franchot Tone and Grace Moore making love than I do out of a photographic study of the habits of a tuna fish. The man who persists in saying that his choice of films is not influenced by the people who are in them may not be exactly a liar—but he's so dashed near to it that it doesn't matter. The American film world has dozens of big box office "names," the English film considerably fewer. But there's a little girl in London who's going to make a

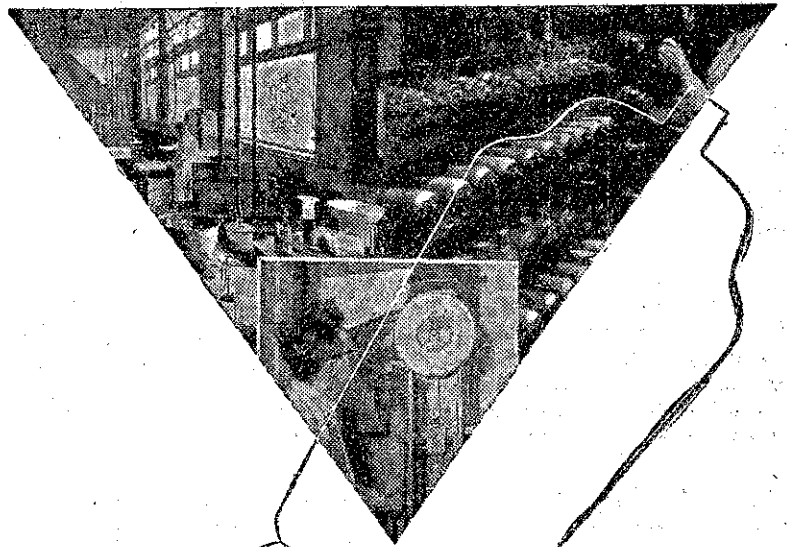


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