

opened it, I was met by a man who knew my name and business. He registered "welcome" and waved me to a chair. I accepted the courtesy and registered "attention." He bounced back into his swivel chair and registered "candor." And he was astonishingly candid.

Movie plays are a purely business proposition. It made him sick to have people talk about ideals and art in connection with them. It was their business to give the public stories that would grip them and make them want to see the shows. If the people felt like hating any one or anything, give them plenty of hate stuff and play it up as long as it fills the houses. It is not their business to educate. They are practical business men, out after money.

He presently interrupted his monologue to answer the telephone, which had jingled at his elbow. I suspect that the interruption was part of the routine of the office. Anyway, I got my cue. He was to see his next visitor in five minutes. Resuming his monologue he impressed on me the fact that the one thing