

THE FILM SPECTATOR

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Page Fourteen

Hays

The main reason for the fact that Hays is such a heavy burden for the motion picture industry to carry is not because he is dishonest; it is that he is so utterly brainless. He has not brains enough to appreciate that no matter how warped his own principles are, it is better business to be honest in all his transactions with the general public and the exhibitors who are the customers of those who employ him. Hollywood is making better pictures than ever before in its history, but when they get beyond the houses owned by the people who produce them, they enter a hostile market; they meet sales resistance in the form of hostility that Hays has created.

Hays is cunning. He was cunning enough to tie the producers up on a contract that does not expire until March, 1937. By the terms of it he receives an enormous salary. Adolph Zukor is about the only man in pictures who still stands by Hays. The other leaders, knowing the menace he is to the industry, would like to get rid of him and they are seeking a way to do it that will make it unnecessary to pay him the enormous sum he would demand for the cancellation of his contract. In leaving the industry Hays could save his face if he could step into the shoes of the president of some insurance company or a bank, or something of the sort. But with his record clinging to him, he would be offered no position that called for a man of reputation, integrity and brains. For him the only job in sight is the one he holds and his employers are going to have a devil of a time prying him loose from it.