

like it is shown here, uninterrupted with dogfood where the people say that there is so much protein in dogfood, I don't think it is a very good advertising for our country. I think the people would feel that this is not the way to give away, for free, art or some artistic entertainment.

Mr. KORNEGAY. I take it you don't have a dog.

Mr. PREMINGER. No, but why I bring up the dog food is because I, personally, am hurt by the fact that when some people are hungry that they have not better taste than to advertise and to emphasize how healthy it is, with protein and only meat, and wonderful meat, and no horsemeat. Somehow, it is very tactless. You see, they can be.

You see, this is what I would censor. This is where I, if I had something to say and the FCC would say be more careful, don't do this, it can hurt many people; it can also hurt us outside the country. And maybe those 30 million people who get this free entertainment, who could not afford 25 cents, also could not afford dog food and don't like these ads.

I think there are terribly tactless things done in these commercials which are produced very well and I agree much better than many shows that you see on television. They also cost more. A minute of television commercial; I heard the other day; I don't want to quote a figure I am not sure of, but it cost about \$25,000 or \$30,000 to produce.

Mr. KORNEGAY. I see my time is about up, Mr. Preminger, but I wanted to ask you about one other thing we have not touched on so far.

That is your estimation of the fact that there is a very little competition between the three existing networks.

Mr. PREMINGER. Absolutely.

Mr. KORNEGAY. In other words, if you had, say, the "Man with the Golden Arm" that you said you sold to one of them—

Mr. PREMINGER. I think if I had chosen to show it to another network—I sold it to this network because this network was willing to promise me that they would not cut one frame or one line and it would not be interrupted more than seven times and that at every interruption there would be no more than two commercials shown. So, I got something out of it.

But I think I could have gotten the same price and not more and also not less from any other network because they buy the same things.

Mr. KORNEGAY. If a nationwide system of subscription television had been in existence at that time, you could have gotten more by showing it on pay TV or subscription TV?

Mr. PREMINGER. Yes. I would have taken less because I would have preferred that this film which was produced with no interruptions in mind, that didn't have seven acts or eight acts, it was supposed to be seen for 1 hour and 40 minutes without interruption, I would have gladly taken \$100,000 less or even more less if it had been shown as originally produced, which is also something that should be considered.

Mr. KORNEGAY. I want to thank you very much for coming here. I have thoroughly enjoyed your presentation and found it very beneficial. Thank you, sir.

Mr. PREMINGER. Thank you.

Mr. MACDONALD. Mr. Harvey.