

could get for it were movies. Now, these were movies that were unavailable to television at the time.

They were out of theater release but most of them were from a year to 2 years out of theater release. We put them on and charged a dollar per family for seeing them. I think this ran for 6 or 8 weeks. After all, we wanted to know is this the kind of thing that the public wants? Do they really want something better than is available on TV now? And are they willing to share in the cost of it? We had no doubt about that after that Chicago experiment.

So, 15 years ago, we asked the Federal Communications Commission to approve our going ahead and doing this on a commercial basis. I am sure that I do not need to recount the long story that has gone on since that time. After a very protracted controversy before the FCC, we were granted permission to go ahead in Hartford in 1962 on an experimental basis.

That Hartford operation has taught us a great deal about subscription television. As a result of our studies there, we made all of this information available to the FCC.

By the way, we have a very detailed report that we filed with the FCC which I would certainly like to leave with this committee so that you may have the benefit of a full disclosure of all of our information on these operating results.

Mr. MACDONALD. I think, Mr. Wright, without objection, it will be very valuable to have it inserted in the record at this point.

(The document referred to follows:)