

Mr. WRIGHT. Now, this is the box that we currently put on the subscriber's set in Hartford. This is the program book that is sent to the subscriber. Anyone within the range of channel 18, a UHF station in Hartford, can subscribe. When he subscribes, this box is placed on his set.

You will notice in examining this program booklet which I would like to pass up to you, if you will turn to the back of the program book you will notice that channel 18 broadcasts for anywhere from 3 to 5 hours of every day of normal ordinary television programs. You will notice from a list of them, the Merv Griffin Show; Notre Dame Football Highlights; Afternoon News Report; Forecast with Chris Rydel; World with Ray Somers; and Willie Pep, and so forth.

If you will run down this, you will see the TV programing much resembles the programing generally that you will find in any station in the area.

In addition to the programs that are normal advertising supported programs, there are subscription programs. You will notice that one of the subscription programs in that particular week is "In the Heat of the Night." As a matter of fact, it is on the cover. This is the current booklet. "In the Heat of the Night" is one of the greatest box office attractions that is playing in the theaters right now. As a matter of fact, it is playing here in Washington.

Here are some pictures taken outside of RKO Keith's Theater just the other day showing lines of people who are waiting to get into this theater at \$3 a seat to see this picture. In Hartford, this picture is on subscription TV on channel 18 for a dollar and a half a family, and you can have your friends in, too. There is no restriction about that.

So, this is really what we are talking about. We are talking about a new electronic development in the distribution of box office entertainment that makes it technically possible to bring this kind of thing that the networks can't buy and won't be able to buy for several years to show on television, free television.

By the way, I wince every time I hear that statement "free television." Mr. Preminger yesterday told this committee that "commercials" were so good because they cost \$25,000 to \$30,000 to produce but he didn't tell all the story. We are one of the big TV advertisers in this country and we pay from \$60,000 to \$70,000 a minute to run one of those \$25,000 to \$35,000 commercials, for just 60 seconds.

Furthermore, usually about April or May of every year, I am sitting in my office and our advertising sales department comes in and they say, "Our agency tells us that if we don't commit by tomorrow morning at 9 o'clock for \$10 million of commercials, four on 'Saturday at the Movies,' and two on the 'Jerry Lewis Show' and two on some new show we never heard of and four on something else, that we may not be on television this fall."

Mr. VAN DEERLIN. You are talking to men who advertise every 2 years and in addition to these disadvantages must put up cash in advance.

Mr. WRIGHT. I am sure we have a lot of the same problems, Mr. Van Deerlin.

You mentioned that you have to go to your voters next year. We have to go to our voters who are our customers every day with our