

where their name on the marquee of the theater is enough to fill it up and where their name on the door of a nightclub is enough to bring people in it, when you have those sorts of people appearing only on STV it seems to me this is what you are going to find, that that is where your audiences are going to go and this is where they are going to go because it means the most to them.

I think it is a fact of life we ought to consider. I am not saying we should be against STV for that reason but I am just saying it is a fact of life that we must face.

Mr. WRIGHT. I can't say that it is not possible. The only thing is that we have had several different kinds of entertainment media in the past and we have them now and this has never happened.

These people make motion pictures, they are in Broadway plays. They are on TV shows, Cyril Ritchard, Rex Harrison, they have been in all these media. I just don't believe that anyone would ever suggest to them or that if it were suggested to them, that they could ever sell it, saying we tie them up exclusively so that their services are only on STV.

I can't conceive of such a situation. May I say in connection with the motion pictures, this is a 5,000 to 7,000 subscriber experiment, we have to take what comes along in terms of the motion pictures that are available.

We obviously don't have the bargaining power or the economic strength to really have any influence on the kind of product that is made for the motion picture theater and that is, of course, what these things were made for.

Mr. HARVEY. If this is to be STV this is a disgrace. I would not be proud of this in the least.

Mr. WRIGHT. There will be a lot of pressure exerted on the kind of entertainment that is shown in the home and there should be.

Mr. MACDONALD. I would just like to say that I think what Mr. Kornegay and Mr. Harvey have said about movies have absolutely no connection with STV. It is a condemnation of the movies that people pay to see. I am sure that you are in the business of trying to make the most people use your services and as Mr. Preminger said yesterday, movies never had it so good.

If this is the type of movie that is being turned out I really don't see any difference between having it in the home or letting the children, who are the greatest moviegoers that I know of, go downtown to watch the movie.

You know, I am not trying to be on the side of sin or bad movies or anything but I don't think it is your fault.

Mr. WRIGHT. We turned down two of the top 35 pictures of last year because they were too blue. In other words, channel 18 decided, in exercising their public responsibility as a broadcaster, and they have that responsibility, that even though these pictures were available and the top 35 pictures were the ones that grossed more than \$4 million, we showed 28 of them in Hartford, two of them were turned down as too blue; in other words, they were not the kind that channel 18 wanted to show at home.

Five of them we couldn't get because they were hard ticket things that were going around on a reserve seat basis and we could not possibly get them.