

Mr. ANELLO. You are a lawyer, Mr. Chairman. You must realize that lawyers are advocates. I am certain that Zenith Radio is as patriotic as NBC, ABC, or CBS. That does not enter into it. Perhaps we wax eloquently at times, but we are a little fearful of the possibility of these things happening.

I agree with you. Why should you not be able to pay for "Africa"? But I am certain that ABC will rerun it. I would hope so and I am confident they will. If you could limit it to that, it would be fine. In our judgment, it could not be limited to just that.

Mr. MACDONALD. Why don't the networks take hints from the people who are just sick to death of being subjected, in order to see a movie, and I use the phrase which somebody presented, to 220 commercials? Obviously that is not so, but it seems that way sometimes.

Mr. ANELLO. I just came from a Code Board meeting last week where we took the first step, and that is to limit the number of interruptions, two per half-hour. That does not mean that you can't have a cluster.

Mr. MACDONALD. Mr. Preminger said the smartest thing, why don't they do it at the beginning and at the end?

Mr. ANELLO. I was going to say we are meeting again next month to determine whether or not we cannot, not only in addition to putting a limit on the number of interruptions, but also look at the possibility of sequential announcements. That is not as easy as it might sound, apart from any finances, because you have substantial legal problems when you limit it to one interruption and two sequential announcements.

But we are not here to discuss that at this time. Some people find commercials quite amusing. Other people say it gives them the opportunity to do other things.

Thirdly, I guess the advertiser believes it sells his products, which is very important again, forgive me if I sound patriotic, but to help us to more prosperity and progress. Selling products is a part of advertising and it is a part of America.

Mr. MACDONALD. I said the other one would be my last question, but this is my last question.

It is funny that the Congress is now being asked to take down all billboards, to beautify America. I don't know how many millions of dollars is going into that. If billboards are obnoxious, how about billboards on your TV screen? I don't happen to think billboards are that obnoxious, but some highly placed people do. I suppose the program will go through.

You know, it does not seem consistent to me. Anyway, thank you very much for your testimony.

Mr. ANELLO. Thank you, Mr. Chairman.

Mr. MACDONALD. The hearings are adjourned until tomorrow at 10 a.m., in this room.

(Whereupon, at 12:40 p.m. the hearing adjourned, to reconvene at 10 a.m., Friday, October 13, 1967.)