

Mr. MACDONALD. The land mobile people are the ones who were really pushing that part and I think they are right.

Mr. LINDOW. Mr. Brown referred to the 400-and-some unused television channels that are not in operation, 450, I believe is what the gentleman from Ohio said. Let us look at those 450 for just a minute.

As I understood it, you qualified it further by saying this excluded all the educational, these were all commercial stations. Now, a substantial number of those are located in remote, sparsely populated parts of the United States where they may very well never come to life as a full-fledged television broadcast station.

We have a pet expression in our business and I do not mean to cast any aspersions on the great State of Nevada, but Broken Jaw, Nev., meaning a small crossroads community far away from everybody else. A good part of the channels not presently in use you will find distributed among such communities.

Mr. MACDONALD. May I interrupt you?

Mr. LINDOW. Yes.

Mr. MACDONALD. I have a house in a place called Cape Neddick, Maine, which I don't get to use as often as I like. I can get double the channels at Cape Neddick, which is a rural area, that I can in Boston because I can draw from Manchester, N.H.; Portland, Maine; Portsmouth, N.H.; educational station in Durham, N.H. Then I can get the Boston stations, too. All this without CATV.

So, your argument about the rural areas being harmed by this thing is specious.

Mr. LINDOW. The rural areas will be harmed in this sense, that if the programing that is now on free television which provides a big part of our income, revenue, and enables us to do all the things that you and the Commission tell us we have to do and we want to do, if that income is jeopardized then our programing will be reduced. The type of programs we are now carrying will be siphoned off to pay TV.

Mr. MACDONALD. Would the opposite happen? Would you up your type of programing? Would you be afraid of competition and therefore put on better programing? Instead of having 17 commercials in a movie, you might cut them down to seven?

Mr. LINDOW. I don't think the number of commercials is causing any problem.

Mr. MACDONALD. I guarantee you they are.

Mr. LINDOW. I meant in the sense of limiting the amount of acceptance that television is having in most cities.

Let me try to answer your question. The fact that there would be some problem of competition is not a matter of our being afraid to go out and fight. We have competition now. You talk to any station operator in any market, particularly this year when things are a little bit rough, he will tell you he has plenty of competition.

But, as I pointed out in my statement, it takes not only a desire to compete but it takes money to go out and buy the raw material, if you will, of our business, which is talent and programs, and you have to have the resources in order to do that.

These pay TV people, on the very, very unoptimistic projection that I gave you, would have \$1,100 million to spend on programs when they would have only a small degree of penetration and this is the equivalent of a great part of what free television broadcasting has to spend