

now, you can see they are going to outbid us, and there are just so many features, there are just so many world series.

Mr. MACDONALD. Would not the public end up getting better programs than they now have available? Do you not have to go to the least common denominator of intelligence and taste to sell the stuff that you try to sell over your stations? Would not the public benefit from a change from that?

Mr. LINDOW. I don't know.

Mr. MACDONALD. I don't, either. You are in the business. I have a million things to do. I am just the lowest kind of worker in the vineyard. I just watch TV. I have not made up my mind one way or the other. I am not sure a little competition would not do you some good.

Mr. LINDOW. I listened the other day, and I will try to answer your question, sir. I listened the other day when Mr. Wright was on with the station manager, I guess it is not his station, it was the station's general manager from Hartford. Members of the committee were talking about the programs offered there. Your questions related to the quality of programing. He said they had to take the kind of film they could get from the film companies and they could not alter it or change it, because there had been some questions about whether this was of a standard that was acceptable or not, they could not alter or change it or cut it.

Mr. Preminger made a big point about the fact that there would not be any changes on some of these programs.

That does not sound to me like they are looking toward any great big improvements in programs. They are suggesting taking the same kind of program material now offered on free television, except they are not going to exercise the kind of control over it apparently that we do regularly. Ninety percent of this is going to come from films and sports. How is this going to improve the programing? I can't see it.

Mr. MACDONALD. You said that that formula was a failure. It is, in your judgment. You said that the Hartford experiment was a failure.

Mr. LINDOW. I said Hartford was a failure as a test.

Mr. MACDONALD. You also said that that was the breakdown, that it was; namely, movies and sports. I read in the paper yesterday. I believe, or the day before, that the Nielsen ratings buttressed the fact that movies were the biggest draw on TV.

Mr. LINDOW. Yes, sir; they sure are.

Mr. MACDONALD. I don't know how accurate the Nielsen ratings are but at least it is an expression of opinion and has some authority in it. So maybe what they are experimenting with in Hartford was wrong because if you say it was a failure, maybe the programing was the reason it was a failure. I, personally, would not stay at home to watch movies and sports events all the time. I certainly like a more diverse type of entertainment than that.

Mr. LINDOW. I think they pointed out that it was their intention, they certainly did not disagree with the Commission's findings that 90 percent of the programing of pay television would be in feature films and sports. So, if the feature films and sports which they had been programing up in Hartford was wrong, maybe they should change to something else. At least, they don't believe it is wrong.