

for nothing is so irritating to them that they are ready to pay to get away from it.

You know, like all these ads that you hear about, mouth wash and all, you know, all the rather distasteful things you have to watch.

I would like to put in a word for the networks because nothing much good has been said about them today. I think they do an outstanding job in news coverage and in sports and some other fields. But the vast wasteland that got so overpublicized is there. Have you ever had to be in bed or in a hospital for a day or two and watch daytime television?

Mr. LINDOW. Yes, sir.

Mr. MACDONALD. I agree with you 100 percent when you say that nobody would watch that.

Talking about free TV, they would have to pay me to watch some of those programs. I think I am speaking as the typical listener of TV. On the other hand, as I said yesterday, the program ABC did about Africa and many programs that are done by the networks are superb.

It is like the thing about the girl with the curl. When you are good, you are very, very good, but when you are bad, you are really horrid, it seems to me.

It seems to me that is why people should have the choice to choose whether they want to take something for nothing or they will pay for something, just to get away from the inane of some of the things that go on TV.

As long as you go to the least common denominator, there will be a market; I don't know how big the market is going to be, but there is going to be a market for people who just can't put up with a lot of this stuff that is shown on TV. I would think, you know, a sort of plague on both your houses. Every witness who has appeared here has made a good argument. It is true that perhaps things would be siphoned off; I don't know.

The FCC went into rather complicated rules in my judgment. How that would work out, who knows. But, on the other hand, if you would upgrade your product, you would not have any fear of pay TV because, as I repeat for the last time, nobody is about to pay for something that they can get for nothing.

Mr. LINDOW. May I respond to that, Mr. Chairman?

When these programs are siphoned off, and we believe they will be siphoned off, then what will we have left? We have the soap operas that you were talking about, perhaps. We would have our news and public affairs programs, which cost a tremendous amount of money to produce, without the revenue to sustain them.

I think Mr. Adams stated on the first day of these hearings in behalf of NBC they spent a substantial amount of money in that case and I know the other networks do, too, and I know the individual stations do. You would have secondhand programs that have been re-run over and over and over again. You would have very little worthwhile program fare to offer.

Now, these people that you are referring to, sir, in the lower 30 percent economically, have desires, too. They want to see better programs. They want to see the best that they can see and I think they ought to see the best they can see. I think if we are to try to help them