

This also makes a record on a billing tape which is inside the machine. The billing tape prints, when he uses the program, the number of the program and the price. So that, at the end of the period he can dial a certain combination, open this little gate and pull out a paper tape. The paper tape comes out and it has on it the numbers of the programs and the price. The customer can simply add them up, send in his check, or bring it in and square his account.

Now, there is an audit tape, a billing tape, in that that can be used in case there is dispute about whether anybody saw it. It can be checked up.

Now, we have a new generation of these decoders which have been under development for several years. We would propose in our first commercial operation to go in with a new and improved version of this decoder which has a number of advantages in terms of convenience and better cost for the operator, reduce the cost of the system, and customer convenience.

May I make one point that I forgot to make? This has been charged as being something for the rich. The suggestion was even made before the FCC that this would add to the riots in Detroit and Chicago because it would set apart the underprivileged and the poor people from the rich people.

In Hartford, more than 50 percent of our subscribers make less than \$7,000 a year. Am I not correct in that, Mr. Flake?

Mr. FLAKE. That is correct.

Mr. WRIGHT. The biggest appeal for this service so far as we have found in Hartford is for people who have a lot of children who can't afford to send them Saturdays to movies. We have people with from 10 to 15 children who don't even have a bank account who come in with their cash at the end of the month to pay for it and say:

Thank you. You know, we have 10 kids and we can all have them around here and see what is showing at the neighborhood movie, and all their friends, for 50 cents, and it would cost us \$10 if we sent them there.

This is not for people who buy Cadillacs or three-way color TV combinations. This is for the people who can't afford to spend that kind of money at the box office.

Mr. MACDONALD. Thank you very much.

Mr. KORNEGAY.

Mr. KORNEGAY. Thank you, Mr. Chairman.

Mr. Wright, let me express my appreciation to you for coming and appearing here and giving us the benefit of your views on this matter. I looked over your program, your STV magazine, for September 30 through October 13.

You put one of these out every 2 weeks I take it?

Mr. WRIGHT. That is my understanding; yes, sir.

Mr. KORNEGAY. It is mailed directly to your subscribers.

Mr. FLAKE. That is correct.

Mr. WRIGHT. By mail, yes.

Mr. KORNEGAY. Is this a rather typical 2 weeks' scheduling of programs?

Mr. WRIGHT. I believe it is.

It depends on the motion pictures and the other things that happen to be available, that General Tire or RKO General can secure for programing in that week.