

Three Toll Television Variations Awaiting Go-Ahead From Commission

BY WILLIAM EWALD
United Press Correspondent

New York — Toll television, like Gaul, is divided into three parts.

They are called phonevision, subscriber-vision and telemeter.

All three systems can be delivered by wire like your telephone or by air like the telecasts you receive now. Wire is the more expensive method, but one of its virtues is that presumably, the show would not have to be scrambled to thwart free-loaders.

The innards of each over-the-air system are almost as complicated as a folding beach chair. But the outer mechanisms that would be stuck onto your TV set are as simple to work as a telephone or parking meter. All you need are a set of fingers and a willingness to pay.

How They Work

Here is the breakdown on the scrambled systems:

Phonevision is the system of the Zenith Radio Corp., a Chicago firm that has been tinkering with pay TV by telephone since the mid-1930's. Phonevision gets its name from Zenith's early experiments with TV by telephone wire, a plan it has since junked.

Under the phonevision system, a gadget about the size of a kitchen radio would be attached to your TV set. The gadget contains five dials and is used to unscramble the electronic omelet put into one of your channels by phonevision. One expert in the toll TV field, Dr. Millard Faught, believes the gadget would cost less than \$25.

Each month, the phonevision customer would receive a program card in the mail. It would tell him what numbers to dial for the shows he wanted to see. For example, if the subscriber wanted to watch a pay-TV movie on Tuesday night, his card might tell him to dial

"65453" on his decoder. If he wanted to watch a fight on Thursday, he might have to dial "45321."

Each subscriber would have a different set of numbers to dial—so that it would be impossible for neighbors to cheat the system by sharing code numbers.

Mails Monthly Card

The program cards are so constructed that every time a subscriber wishes to see what numbers to dial for a show, he has to rip through a series of perforations for each event. At the end of the month, he mails the card back to phonevision where the number of perforations are totaled up and his bill calculated.

Subscriber-vision is a development of the Skiatron Electronics and Television Corp., a public corporation. However, a private firm, Skiatron TV, is the outfit which is out hustling subscriber-vision. Skiatron TV is the firm that has sweet-talked

the Brooklyn Dodgers and New York Giants into its camp. Five per cent of Skiatron TV's annual gross goes to Skiatron electronics.

Its pay TV system, fortunately, is less complicated than its financial set-up. Under subscriber-vision, the customer would have a decoder unit hooked on his set.

It's figured under mass production, the units would cost less than \$20. The subscriber-vision consumer gets a special IBM card each month which contains information about the shows to be cast. If a subscriber wants to see a toll show, he inserts the IBM card into a slot in his decoder when the show is about to go on.

He then pushes a button on his decoder which punches a hole in the card. That completes an electronic circuit which unjumbles the show. The card is mailed back each month for billing.

Telemeter is a subsidiary of Paramount Pictures, which owns 90 per cent of it. Telemeter attaches a coin box to the set and Louis Novins, vice-president of telemeter, thinks it should cost around \$7.50 to install.

The telemeter box gobbles up any kind of loot from a nickel to a 50 cent piece. It's geared to charge as much as \$2.00 for a show. If you don't have the right change for a show, you can overpay and the box will credit you for the next program.

Periodically, a man with a satchel will knock on the customer's door to empty his coin box.

There is no doubt that all three of these "on the air" systems will work. They all have been tested. The only question is whether the Federal Communications Commission, now deliberating on the issue of toll TV, will give the go-ahead for either tests or full-fledged business excursions.



SMILING NEWLYWEDS—Curtis Winston and his bride, the former Charlotte Cook, both 16 and both from Madison, N. J., are all smiles as they leave New York's LaGuardia Airport on arrival from Texas and a round-about elopement. Double-dating with a 17-year-old couple, they accompanied the latter to Mexico when their "elder" friends could find no one to marry them in the U. S. En route, the Curtises decided to make it a double wedding. The other newlyweds are returning home via bus.

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Nationalist China Stands Firm Against Philippine Chinese

(Editor's note: Nationalist China has offered to evacuate thousands of Vietnamese-born Chinese to Formosa. At the same time it refuses to accept hundreds of Chinese now in the Philippines. This dispatch gives the Nationalist government's viewpoint.)

By ROBERT BROWN
United Press Correspondent

Taipei — Nationalist China will stand firm in its opposition to accepting 2,400 Chinese the Philippine government wants to send to Formosa.

Officials here say there will be no change in the Chiang Kai-shek government's policy on the Philippine issue despite the Nationalist offer to accept thousands of Vietnamese-born Chinese.

Privately they say there is a great deal of difference in the two problems. The one with the Philippines is now in its seventh year.

Officials here point out that the "overstaying Chinese" in the Philippines apparently do not wish to come to Formosa.

The Nationalist government always has stood ready to accept any of them who applied for entry to Formosa and could meet the qualifications, they said.

Likewise, the Nationalists May 3 offer to evacuate Chinese from Viet Nam was extended to all who wish to come here of their own free choice.

Different Circumstances

It is generally believed here that most of the Chinese in the Philippines are well enough off to take care of themselves, whereas those in Viet Nam really need help from the government here.

Unofficially, there is an attitude of resentment and even a degree of mistrust in certain quarters here towards some of the "overstaying" Chinese in the Philippines.

Chinese here who suffered through the dark days of 1949 and 1950 after withdrawal from the mainland are not inclined to be sympathetic towards those who picked the Philippines instead of Formosa.

Nevertheless, the Nationalist government—with the eyes of millions of overseas Chinese on it—insists it will do all it can for the Chinese in the Philippines if they justly need help.

The Nationalist government is thankful that the official Filipino attitude has not become hostile. It is believed here that the Philippines could easily absorb the 2,400 overstaying Chinese there.

But officials say that in Viet Nam the arbitrary attitude of the Saigon government and its restrictions on the type of business in which the Chinese may engage will make things extremely difficult for Chinese there.

Syracuse, N.Y. — Mrs. Doris Camerata, following her doctor's prescription for jangled nerves, took a sedative and slept soundly while a burglar broke into her home and took \$157 worth of valuables.