

RIPPING GOOD TIME . . . Pacific Telephone's service representative Jane Matson says paying bills via the mail will be "old hat" when tomorrow's housewife will have access to Touch-Tone — the Bell System's telephone-of-the-future. With it, she will be able to pay her doctor, favorite department store or even obtain facts from a library's computer without leaving her home.

Assignment TV

By TERRENCE O'FLAHERTY

Many years ago when the movie makers were less sure of themselves and their audience. Hollywood producers used the "sneak preview" as a means of sounding out public reaction to a feature film. Sometimes they even filmed two endings—one happy and another realistic—to see how much make-believe the fans wanted with their buttered popcorn. After the showing they were asked to record their impressions on post-cards and many a star's future rested on their greasy fingered notations.

The favorite place for these experiments was Glendale, a sleepy Southern California hamlet situated adjacent to an arroyo and distinguished only, to my knowledge, as the birthplace of Debbie Reynolds.

Television producers are far more unsure of their product than the movie makers in Glendale and recently they have developed their own means of sounding out the public heartbeat, One way is to drag passers-by into theaters at random to fritten of "Peyton Place" and then ask questions like:

"Would you be interested enough to tune in twice a week to see what happens to these characters?"

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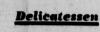
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