## ABSTRACT

The present invention provides a time–division still picture television system, by which a frame needed by a receiver can be selected by a simplified arrangement. A natural still picture frame including a reference frame is repeatedly transmitted in a certain sequence using the reference frame as reference. In a receiver's device, the reference frame is detected by a reference frame identification signal inserted in the scanning line in the vertical retrace interval, in display picture or sound, and the frame to be displayed is detected and displayed by counting the number of the received frames.