

Order by Telephone Will Transport Screen of City Theater to Residence

By WILLIAM EWALD
United Press Correspondent
New York—(U)—The number to call in Bartlesville, Okla., is 5616.

A simple order on the telephone will transport the screen of the downtown lyric theater into any citizen's living room.

Bartlesville, a prosperous town in the heart of the Osgae Hills, is the center of the first big fling into pay-in-the-parlor TV. Subscribers will be able to view a number of uninterrupted movies on their TV sets for \$9.50 a month starting in early autumn. They'll be brought in by shielded cable, an avenue over which the Federal Communications commission has no control.

Bartlesville is not the scene of a test. It is the scene of a full-fledged business venture.

There have been at least two large tests with pay TV—one in Palm Springs, Calif., with wire and the other in Chicago by air. Three Movies A Day

Zenith ran the Chicago test in 1951. It installed decoders in 300 sample homes for nothing and gave subscribers the chance to watch 90 movies over 90 days at \$1 per movie. The movies were shown three times a day. There were good movies, medium movies and some dogs.

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The average family spent \$3.72 a week on its TV movies. Families watched movies about three times as often as they usually did in the theater. The experiment proved so successful that early in the game outside families tried to cheat by listening to the unscrambled sound alone. They gave up when Zenith began scrambling the audio, too.

Paramount ran the Palm Springs test in 1953 in 300 picked homes. It was conducted via open wire, a cheap highway for TV programs, but a fairly inefficient one. Open wire goes when it runs into obstacles. And it sometimes radiates its signal to such an extent that a program can be picked up free.

What Test Showed

Nevertheless, Lou Novins, vice-president of Paramount's telemeter firm points out that valuable conclusions were drawn from the test:

—The greatest market for pay

TV shows in the low income group.

—People will pay to watch any kind of uninterrupted movie even if it's a dog.

In Bartlesville, 38 miles of wire are being strung right now on telephone poles by a firm called Vumore Inc. Vumore is a subsidiary of Video Independent Theaters, a chain that operates some 150 movie houses in the Southwest.

Bartlesville, headquarters of Phillips Oil, was chosen because Video Independent owns all four theaters in the town—two conventional, two drive-ins. Its citizens get good TV reception and all three networks—two from nearby Tulsa and one from Muskogee, Okla.

It's a jumping town. Back in 1950, its population was 19,228. Now, it's estimated more the 30,000 citizens live in Bartlesville. Its medium income back in 1950 was \$3,573, exceptionally high for the state. The educational level is high and unemployment is low.

How Wires Will Work

The 38 miles of cable that Vumore is laying will cost about \$104,000. Vumore will sell the cable to Southwestern Bell, which, in turn, will rent it back to Vumore for \$3,297 a month. As a studio for beaming its movies, Vumore will use the remodeled Lyric Theater (seating capacity: 700). The Lyric has been converted at a cost of \$35,000.

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Barton Candidate For House Speaker

Salem—(U)—Rep. Clarence Barton, Coquille Democrat, will be a candidate for speaker of the House in the 1959 Legislature, according to a Salem legislator.

Rep. Guy Jonas, Salem Democrat, said that while Barton had made no official announcement of his campaign, all signs indicated he would enter the race.

Other prospective contenders are Robert Duncan, Medford Democrat, Keith Skelton, Eugene Democrat, and George Annala, Hood River Democrat.

Barton, 46, was chairman of the House taxation committee in the 1957 legislative session.

Applications for Dams Sent to State Board

Salem—(U)—Gov. Robert D. Holmes Tuesday recommended that all applications for dams on the middle Snake river be referred by the State Hydroelectric commission to the State Water Resources board for study.

Idaho Power company's application for license to construct three dams on the middle Snake is currently pending before the Water Resources board, but construction is proceeding under a federal permit.

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TEAMSTER vice president Tom Hickey told Senate racket committee union would be rid of corruption if he succeeds in defeating James R. Hoffa for presidency. (International)

Portland Couple Get Deer at Sea; Bring It to Land

Astoria—(U)—The George McClures of Portland bagged a deer six miles at sea last week end, but threw it back.

Here is how the McClures say it happened: They were fishing from a 21-foot cabin cruiser with a friend at the mouth of the Columbia river when they spotted a spike buck deer swimming. The animal appeared near exhaustion so they hauled it into the boat, and it collapsed.

They headed for shore, and en route the buck gratefully licked McClure's hand. When they came close to shore as possible, they invited the beast to go ashore. It refused.

They heaved it in, gently, they said, and the buck reached the beach, and disappeared into the woods.

COURT RECORDS

DISTRICT COURT

Elizabeth Margaret Peterson, failure to yield right of way, \$15.

Earl Roland Stephenson, for operating motor vehicle while driver's license suspended, \$100, bail forfeited.

Caroline Esmaline Wertz, failure to yield right of way, \$15.

Andrew Martin Dekorie, failure to stop at stop sign, \$10.

Edwin Randall Logan, violation basic rule, \$15.

George Ivan Hall, no operator's license, \$10.

Archie Hilley Santmyer, failure to operate on right side of highway, \$15.

George Glen Lane Jr., passing without sufficient clearance, \$15.

Frank Albert Woods, failure to yield right of way, \$15.

Kenneth E. McLeish, failure to stop at stop sign, \$10.

George Carrol Linker, inadequate muffler, \$15.

Clarence Huntley Redmond, permitting unlicensed person to operate motor vehicle, \$15.

Von Melvin Chestnut, no operator's license, \$8.

Marian Lucille Crump, failure to yield right of way to oncoming traffic, \$15.

Frank Lynn Peterson, failure to stop at stop sign, \$10.

Beulah A. Nathan, failure to stop at red light, \$10.

Loren B. Carter, no tail lights, \$9.

CIRCUIT COURT

Debert Farrer vs. Ardis Farrer, divorce decree.

Josie A. Graham vs. Robert W. Graham, divorce decree.

Louise Rosenbalm vs. William E. Rosenbalm Jr., divorce decree.

Patricia Jane Gundach vs. Jack Byron Gundlach, divorce decree.

Deila Irene Thompson vs. Kenneth Oliver Thompson, divorce decree.

Grace Dinsmore vs. Ralph O. Dinsmore, divorce complaint.

Donna Teal vs. Richard Leon Teal, divorce decree.

Henry Peck vs. Thelma Hope Peck, divorce complaint.

Iris L. Pierce vs. Harold Thomas Pierce, divorce complaint.

MARRIAGE LICENSE APPLICATIONS

Robert William Hays, 1471 Kings highway, Medford, and Kristin Anne Rinehart, Nyssa, Ore.

Raymond Eugene Miller, 662 B st., Ashland, and Lela Mae Fitzgerald, 738 West Main st., Ashland.

Delvin Dale Lunsford, box 406, Talent, and Ethel May Culver, box 323, Talent.

James Newcomb Clark, route 2, box 400, Medford, and Irma June Bostock, route 2, box 402V, Medford.

John Raymond, North Hollywood, Calif., and Margo Francis Elfervig, Inglewood, Calif.

MUNICIPAL

Roberta Lee Hutchison, failure to yield right of way, \$10.

Carl A. Morgan, violation of basic rule, \$10.

Paul P. May, disobeyed traffic signal, \$5.

Donald Robert Axel, lane usage, \$5.

Wallace Edgar Haskins, improper left turn, \$5.

Albert Math Zenzel, lane usage, \$5.

June Geraldine Gibson, disobeyed stop sign, \$5.

Are you on Barker's old-customer list?

Did you get it?

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mits from 35 other cities in the Southwest, including Tulsa, Okla. and Lubbock, Tex., according to C. O. Fulham, vice president of the theater chain. He sees pay TV a-coming, but he doesn't think it means an end to the conventional movie house.

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