

Statesman Adds New Photo, News Facilities

Constantly growing with the area it serves, The Oregon Statesman has installed or now is installing additional equipment and services in three fields — news, photos and engravings.

Such facilities include:

1. The Associated Press Photofax, hooked directly with the AP's nation-wide Wirephoto system and bringing in 60 to 80 pictures daily from all over the world.

2. The "AAA" and "BBB" trunk news wires of The Associated Press, giving this newspaper via the AP's high-speed teletypes a complete news service duplicated in only four other northwest cities.

3. An additional Fairchild engraver doubling the potential of plastic engraving output and enabling pictures to be published in this newspaper within a very few minutes after they are received.

The Photofax and Fairchild equipment are for joint use in The Statesman-Journal Newspaper plant. The "AAA" and "BBB" wires are for the exclusive use of this newspaper.

Your COMPLETE Newspaper

Photos from Everywhere Every Morning Now

By WENDELL WEBB
Managing Editor, Statesman

Pictures by the score, from all over the world, are arriving daily via wire in The Oregon Statesman office, through a recently-completed installation of Photofax—one of the latest additions in the field of electronics.

Many of the pictures are "spot-news"—of major happenings, tragedies, meetings, momentous events. Others are of the feature variety—interesting, lively, new. They come from any of the scores of major transmission centers or the more than 200 portable transmission units placed strategically throughout the country to

serve The Associated Press nation-wide network—or from foreign countries via radio-photo to the AP's control point in New York.

As a major point on the network, Salem also is a transmission center. Outstanding photos taken by Statesman Photographer John Erickson, or by other fine photographers in this area on which The Statesman draws for its pictures, can be sent anywhere in the world.

The Statesman will not use all the Wirephoto pictures it receives, any more than it will use all the thousands of words of teletype news it receives daily via Associated Press wires. No newspaper uses everything at

hand. Careful selection is an important factor.

Too, the addition of directly-received Photofax pictures will not lessen The Statesman's emphasis on photos of people and things right here in the valley. They will still take precedence. But The Statesman already has started to devote a half-page daily to the outstanding Photofax pictures it receives. It appears with The Statesman's comic columns, and it will be a regular feature there as often as possible. Many other Wirephotos will be used on other pages, too, as space permits.

It takes eight minutes to transmit a picture via Wirephoto. That means a photo taken

in New York, or anywhere, will be received in Salem very shortly after a photographer snaps his shutter. He has only to develop and print a picture and place it on a transmitter.

The Photofax machine constitutes a new method of receiving pictures. It is connected with the regular Associated Press network for Wirephotos, but as different from the Wirephoto method of reception the Photofax pictures arrive as positive prints and go directly to the engraving room. Wirephotos, which many newspapers still receive, must be developed and printed before being engraved.

Use of Photofax is permitting

more and more newspapers to join the Wirephoto network. In Oregon, Eugene and Salem thus far are pioneering the Photofax field.

Heart of Wirephoto equipment is the photo-electric eye. A photo-electric eye "looks" at a picture on a revolving cylinder on the sending machine and translates what it "sees" in light and dark portions into electrical impulses.

Those impulses travel over the wires and into newspaper offices connected thereto. At The Statesman, the impulses "stain" a chemically-treated paper with the authentic tones of the picture at the sending point. The "stain" is formed as

the treated paper is drawn at a constant speed between a stainless steel writing edge and a thin metal ribbon wound spirally around a cylinder. The impulses being received from the transmitting point cause a chemical action, producing the various degrees of "stain." The joint movement of the paper and the rotating cylinder cause the point of contact to mark the paper in a series of horizontal lines that gradually build the reproduced picture.

The Photofax machine, connected directly with the AP's Wirephoto network, operates in The Statesman-Journal plant from 4 a. m. until 10 p. m., bringing up to 80 pictures daily.

Statesman Adds AP's Main Line

The two high-speed trunk wires of The Associated Press will bring an additional 70,000 words of news a day into Salem for the exclusive use of The Oregon Statesman within the next two weeks.

The circuits, constituting the AP's "AAA" and "BBB" wires and connected in The Statesman news room with 60-words-a-minute teletype printers, comprise the complete nation-wide news facilities of the Associated Press, and will give Statesman News Editor J. Wesley Sullivan a tremendous selection of stories now available to newspapers in only four other northwest cities—Seattle, Portland, Spokane and Tacoma.

The Statesman, as a charter member of The Associated Press, has received its wire news via the AP's northwest circuit, filed from Seattle and Portland, for many years. But growth of the newspaper during the past decade has left such service inadequate.

Heretofore, news carried on the "AAA," the "BBB" and lesser wires has been condensed and channelled into the single-wire northwest circuit which serves more than 50 newspapers in non-metropolitan areas of Oregon and Washington. Now, The Statesman will receive the "AAA" and "BBB" wire in full and directly.

The high-speed trunk circuits will operate 24 hours a day in The Statesman's special Associated Press room where visitors also may see in operation the new Photofax picture-receiving equipment, joined with the AP's world-wide Wirephoto network.

Equipment for Engraving of Photos Added

Two new Fairchild Scanners have replaced the single piece of older equipment in The Statesman-Journal Newspaper plant and many of the pictures appearing in The Statesman are being reproduced from engravings made from them.

The Fairchild machine turns out a one-column engraving in seven minutes, large, or in proportion. It is based on the electric eye principle, a beam scanning a positive print and transferring the image via heat etching to a plastic material which is glued directly on page casts for the high-speed rotary press which printed this newspaper.

The Fairchild's are in The Statesman-Journal's photo lab in the basement. Nearby are the darkrooms in which locally-produced photos are developed and printed, ready for engraving. In the same room, too, is the transmitter by which photos from Salem are sent directly on The Associated Press' nation-wide Wirephoto network.

Zinc engraving, still considered the finest means of reproducing a photo for publication, also remains a vital facility for The Statesman, and many of The Statesman's photos are so transformed. The Fairchild operation supplements the zinc production and permits quick publication of photos which may not be available during hours in which The Statesman Publishing Company's zinc plant is in operation.

Careful Choice of Finest Features

Where does The Oregon Statesman get its outstanding features?

Not by taking a "package lot" from any one syndicate but by purchasing the premium panels, comics and columns from many sources.

Among them are the New York Herald Tribune (Alsop column and Mommie); Chicago Sun (Grin and Bear It); Warren Goodrich (Animal Crackers); General Features (Eve Starr's Inside TV); Gordon Features (Look and Learn, Better English, Modern Etiquette); Des Moines Register (Channel Chuckles); Chicago Tribune (Dick Tracy and Gasoline Alley); King Features (Jimmy Hatlo, Blondie, Buz Sawyer, Rip Kirby, Barney Google, Annie Rooney); Bell Syndicate (Star Gazer).

The Oregon Statesman
FOUNDED 1861

now brings you

AP WIREPHOTO

INSTANTANEOUS WIRE TRANSMISSION
OF NEWS PICTURES
BY THE ASSOCIATED PRESS

A dramatic scene, with AP on the spot. AP covers the newsfront of the world, brings important and interesting happenings to life with action pictures, interestingly presented to readers everywhere. The film of this picture will be rushed to a nearby AP Wirephoto transmitter.

The photographic print is placed on the AP Wirephoto transmitter. The picture is flashed across the continent in eight minutes. Under the metal hood is an electric eye which scans the photo as the cylinder revolves. Electric impulses flash over the AP Wirephoto network, with which The Oregon Statesman is joined.

In The Editorial Department, the picture is taken off the equipment receiving the picture. AP Photofax, a specially designed facsimile machine which "stains" the picture on chemically treated paper with the authentic tones of the original photograph. Now it is ready for immediate use.

From a tremendous assortment of Wirephoto pictures received daily, The Oregon Statesman is able to make an interesting selection of the most newsworthy, significant and entertaining pictures from over the entire world.

From Bangor to San Diego... from Albuquerque to Ypsilanti... from Stockholm to Chicago... Cairo to New Orleans... AP Wirephoto brings you the latest news pictures as they happen... delivered in minutes! Now, with this great Associated Press development, the farthest reaches of the world have moved to

Salem, Ore.

The Oregon Statesman readers see many of these pictures within an hour after the photographer gets into action. This newspaper, a member of The Associated Press, is proud to bring its readers the latest of technical developments for news that is accurate and fast!