

### News Picture Transmission Network Gets 100th Member

NEW YORK, Sept. 21 (AP)—A storm center of controversy and debate at the time of its inauguration less than five years ago, the world's only news picture transmission network observed a notable milestone today by addition of the 100th newspaper to its list of subscribers.

known familiarly to editors and readers alike as Associated Press Wirephoto. Requiring only eight minutes for each picture, it simultaneously delivers approximately 50 news photos every day to participating newspapers from Canada to Florida and from the Atlantic to the Pacific, making it possible to publish the pictorial history of almost any event within a matter of minutes after it occurs.

The 100th Associated Press member to subscribe was the Los Angeles Examiner, the third Hearst paper in as many weeks. The addition brought to 31 the number of papers added to the list in the past three months. Although the original subscribers were exclusively metropolitan newspapers, many of the

recent additions have been papers publishing in cities of 20,000 to 45,000 population. One of the objections to the revolutionary service, put forward by opponents at the time the Associated Press inaugurated the service in 1935, was that it would prove to be a "luxury" which only the very largest newspapers ever could afford as a service to their readers. Others hailed it as "the

most progressive step in journalism since the introduction of the Morse telegraph in 1846," and Kent Cooper, general manager of the non-profit, cooperative news gathering association, at the time promised developments in the system he proposed to pioneer eventually would bring the service within the reach of virtually every member newspaper, large and small alike.

Still the only photo network in existence, Wirephoto has grown until now it serves more newspapers by wire than all of the other picture gathering organizations in the world combined. In addition to serving the main network points, the system also makes it possible for the AP news photo service to mat pictures speedily at strategic points over the country, thereby providing a

fast news mat budget for upwards of 600 other members whose needs are less extensive. This service is called telemat. More recently has been developed a technical picture scanning apparatus which will improve even more the quality of newspaper photographs. Details of that discovery are to be announced soon.

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