

minable thereafter at any time upon two years' notice from either party to the other by registered mail.

Article XV

This contract is signed in duplicate by the respective President and Secretary of The Associated Press and by the President and Vice Chairman of the Board of Directors of The United Press Associations, and is subject to the approval of the Board of Directors or Executive Committee of the respective parties hereto.

[fol. 516]

EXHIBIT No. 6-B

October 5, 1936.

Personal. Via Registered Mail

Mr. Hugh Baillie,
United Press Association,
220 East 42nd Street, New York City.

Dear Hugh: I have been wanting to get in touch with you to explain that we feel it desirable to give notice of termination under the contract of February 8, 1934, which notice must be given by registered mail in accordance with Article 14. So that I won't have to write any more letters I am sending this by registered mail in conformity with the contract.

I personally believe that this primary period has fully met our mutual needs and therefore it has served the purpose for which it was made. In cancelling it I only feel that I do not want to tie my successor to the policy if something should happen to me in the next four years.

As Mr. Hawkins was in on the original discussion I am enclosing a copy of this to him personally and I would be glad to talk with you or with him at any time as always.

For the formality of the thing please acknowledge receipt.

With kindest regards, I am,

Sincerely yours, (S) Kent Cooper.

Kent Cooper.
(cc Mr. W. W. Hawkins.)

[fols. 517-527]

EXHIBIT No. 6-C

United Press Associations
Incorporated in New York

GENERAL OFFICES

News Building, New York City

Hugh Baillie,
President

October 6, 1936.

Mr. Kent Cooper,
General Manager,
Associated Press, 383 Madison Ave.,
New York, N. Y.

Dear Kent: This will acknowledge your registered letter of October 5, 1936, in which you advise us that you desire to give notice of termination of the contract of February 8, 1934, between the Associated Press and the United Press.

Therefore, we will regard the contract as ending on February 8, 1939, unless other arrangements are made in the meantime. Perhaps we can reopen the matter later.

As I told you on the telephone, I regret that you feel it necessary to terminate this agreement which I believe is an advantageous instrument for both of us. However, I understand the reasons which have caused you to take this step.

With all good wishes,

Sincerely yours, (S) Hugh Baillie.

HB:F.

[fol. 528] IN THE DISTRICT COURT OF THE UNITED STATES
FOR THE SOUTHERN DISTRICT OF NEW YORK

[Title omitted]

RESPONSES OF THE ASSOCIATED PRESS, ET AL., TO ADDITIONAL
REQUEST FOR ADMISSIONS

The defendants The Associated Press, Paul Bellamy,
George Francis Booth, John Cowles, William Hutchinson
Cowles, Edward King Gaylord, Houston Harte, Josh L.

Horne, Clark Howell, Jr., Joseph Russell Knowland, Robert McLean, Leonard Kimball Nicholson, Frank Brett Noyes, Paul Patterson, Stuart Hoffman Perry, E. Lansing Ray, Edward Hubert Butler, The Adrian Telegram, The A. S. Abell Company, Bulletin Company, The Constitution Publishing Company, Cowles Publishing Company, The Evening Star Newspaper Company, Forest City Publishing Company, The Kansas City Star Company, The Oklahoma Publishing Co., The Register and Tribune Company, Rocky Mount Publishing Co., Globe Democrat Publishing Co., San Angelo Standard, Inc., The Times-Picayune Publishing Company, The Tribune Publishing Co., and Worcester Telegram Publishing Co., Inc., for the purposes of this action only and subject to all pertinent objections to admissibility which may be interposed at the trial, make the following responses to the thirty-nine items contained in [fol.529] the additional Request for Admissions served upon counsel for the above entitled defendants by the plaintiff.

Responses

1-a. Admit but state that the Treasurer's statement referred to in item 1-a was prepared for the consideration of the directors of The Associated Press.

1-b. Admit but state that the Treasurer's statement referred to in item 1-b was prepared for the consideration of the directors of The Associated Press.

1-c. Admit but state that the Treasurer's statement referred to in item 1-c was prepared for the consideration of the directors of The Associated Press.

1-d. Admit but state that the copies of financial statements referred to in item 1-d are only a portion of the financial statements furnished to plaintiff by counsel for The Associated Press.

1-e. Admit but state that the report referred to in item 1-e was prepared for the consideration of the directors of The Associated Press.

1-f. Admit but state that the report referred to in item 1-f was prepared for the consideration of the directors of The Associated Press.

1-g. Admit but state that the report referred to in item 1-g was prepared for the consideration of the directors of The Associated Press.

1-h. Admit but state that the report referred to in item 1-h was prepared for the consideration of the directors of The Associated Press.

1-i. Admit but state that the report referred to in item 1-i was prepared for the consideration of the directors of The Associated Press.

1-j. Admit.

[fol. 530] 2-a. Admit but state that the letter referred to in item 2-a was prepared for use in an advertising circular, a true and correct copy of which is attached hereto and marked Exhibit A.

2-b. Admit and state that a true and complete copy of the advertising folder entitled "Meeting the Challenge of Today with a Complete News Report" referred to in item 2-b is attached hereto and marked Exhibit A.

2-c. Admit and state that a true and complete copy of the advertising circular referred to in item 2-c is attached hereto and marked Exhibit B.

2-d. Admit and state that a true and complete copy of the advertising circular referred to in item 2-d is attached hereto and marked Exhibit C.

2-e. Admit but state that the advertising circular referred to in item 2-e was sent to evening paper members of The Associated Press in 1941. A true and complete copy of such advertising circular is attached hereto and marked Exhibit D.

2-f. Admit and state that the circular referred to in item 2-f was sent to new wirephoto subscribers as advance advertising material in or about the year 1940. A true and complete copy of said circular is attached hereto and marked Exhibit E.

2-g. Admit but state that the advertising circular referred to in item 2-g was issued in 1942. A true and complete copy of said circular is attached hereto and marked Exhibit F.

2-h. Admit and state that the advertising circular referred to in item 2-h was issued in 1942. A true and complete copy of said circular is attached hereto and marked Exhibit F.

2-i. Admit and state that true and complete copies of the advertising material referred to in items 2-a, 2-b, 2-c, [fol. 531] 2-d, 2-e, 2-f, 2-g and 2-h are attached hereto and marked Exhibits A, B, C, D, E, and F respectively.

3-a. Admit.

3-b. Admit and state that the map referred to in item 3-b was issued approximately in the year 1937, and was sent chiefly to new members of The Associated Press in the latter part of 1937 and throughout the year 1938, for advertising purposes.

3-c. Admit.

4-a. Admit except that the following applications were rejected or denied by the Board of Directors of The Associated Press in the year indicated:

New Bedford (Mass.) Times.....	1903
Norfolk (Va.) Dispatch.....	1905
Hutchinson (Kan.) Times.....	1907
Freeport (Ill.) Bulletin.....	1907
Hattiesburg (Miss.) News.....	1907

and said defendants state that of the newspapers listed in Exhibit 4a, the following either previously had resigned from AP membership or they, or their successors, later became members of The Associated Press:

New Bedford (Mass.) Times
 Norfolk (Va.) Dispatch
 Lead (S. D.) Register
 Missoula (Mont.) Herald
 Meridian (Miss.) Dispatch
 Hattiesburg (Miss.) News
 Chillicothe (Mo.) Tribune
 Prescott (Ariz.) Courier
 Lake Charles (La.) Press
 White Plains (N. Y.) Morning Reporter
 Jersey City (N. J.) Jersey Journal

[fol. 532] 4-b. Admit with the exceptions noted in the response to item 4-a.

4-c. Admit and state that of said applicants, at least eleven thereof either previously had resigned from AP membership or they, or their successors, later became members of The Associated Press and that as of April 30, 1943, at least seven of such applicants, or their successors, still were members of The Associated Press.

4-d. Admit except with respect to the applications of the Pocatello (Idaho) News; Roswell (N. M.) Evening News; and Wichita Falls (Texas) Morning News. The application of the Pocatello (Idaho) News was denied on October 2, 1919. Consideration of a renewed application was deferred on December 11, 1919, and the application was granted in 1920. Defendants further state that of the newspapers listed in Exhibit 4-b the following either previously had resigned from AP membership or they, or their successors, later became members of The Associated Press:

Waco (Tex.) Tribune
 Portland (Oregon) Journal
 Ithaca (N. Y.) Cornell Daily Sun
 Roswell (N. M.) Evening News
 Marion (Ohio) Star
 Hot Springs (Ark.) New Era
 Idaho Falls (Idaho) Register
 Lakeland (Fla.) Star
 Tonopah (Nev.) Times
 Pittsburg (Kan.) Sun
 Fall River (Mass.) Independent
 Newark (N. J.) Morning Ledger *
 New Bern (N. C.) New Bernian
 Enid (Okla.) Morning News
 Staunton (Va.) Daily News
 Port Angeles (Wash.) Evening News
 Casper (Wyo.) Daily Tribune *
 Moberly (Mo.) Daily Index
 [fol. 533] Port Arthur (Texas) News
 Wichita Falls (Texas) Morning News
 Sheridan (Wyo.) Post *
 Palatka (Fla.) News & Advertiser
 Concord (N. H.) Patriot

Pauhuska (Okla.) Osage Journal
 Winchester (Ky.) Sun *
 Nampa (Idaho) Free Press
 Paris (Texas) Advocate

* Reapplied in same year and elected.

4-e. Admit with the exceptions noted in the response to item 4-d.

4-f. Admit and state that of said applicants at least twenty-eight thereof either previously had resigned from AP membership or they, or their successors, later became members of The Associated Press. At least nineteen of such applicants, or their successors, still were members of The Associated Press as of April 30, 1943.

4-g. Admit with the exception of the Columbus (Miss.) Discoverer, and state that of the newspapers listed in Exhibit 4-c, the following either previously had resigned from AP membership or they, or their successors, later became members of The Associated Press:

Elgin (Ill.) Daily Courier
 Greensburg (Pa.) Review *
 Hagerstown (Md.) Daily Mail
 Elgin (Ill.) News
 Merced (Cal.) Star
 Nogales (Ariz.) Times
 Winona (Minn.) Leader *
 Ft. Myers (Fla.) Tropical News
 Monterey (Cal.) Peninsula Daily Herald
 Bluefield (W. Va.) News
 Lakeland (Fla.) Star Telegram
 Abbeville (S. C.) Medium
 New Bedford (Mass.) Times
 [fol. 534] Hattiesburg (Miss.) Morning Herald
 Mooresville (N. C.) Sentinel *
 Norwalk (Conn.) Hour
 Lawrence (Mass.) Eagle *
 Lawrence (Mass.) Tribune *
 Tallahassee (Fla.) State News
 Corpus Christi (Tex.) Times
 Lima (Ohio) Republican-Gazette
 Poplar Bluff (Mo.) Interlake American

Tallahassee (Fla.) Morning State
 Plattsburg (N. Y.) Republican
 Palestine (Tex.) Press
 White Plains (N. Y.) Reporter
 Gallup (N. M.) Times *
 Waynesboro (Va.) News-Virginian
 Sisterville (W. Va.) Daily Review
 Wenatchee (Wash.) Morning Sun

* Reapplied in same year and elected.

4-h. Admit with the exceptions noted in the response to item 4-g.

4-i. Admit and state that of said applicants, at least thirty thereof, either previously had resigned from AP membership or they, or their successors, later became members of The Associated Press. At least eighteen of such applicants or their successors still were members of The Associated Press as of April 30, 1943.

5-a. Admit.

5-b. Admit except that the signatures have been omitted.

5-c. Admit.

5-d. Deny and state that the contract referred to in item 5-d remained in effect until superseded by the contract referred to in item 5-e.

[fol. 535] 5-e. Admit except that the signatures have been omitted.

6-a. Admit except that the signatures have been omitted. A typographical error appears in the paragraph entitled "Definitions". The words "affiliate or either" in said paragraph should read "affiliate of either".

6-b. Admit.

6-c. Admit.

Duly sworn to by Robert McLean. Jurat omitted in printing.

THE ASSOCIATED PRESS

GENERAL OFFICE

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

April 8, 1941.

To Members of the Associated Press:

This letter and the pages which follow are in the nature of a report of progress. More and more we hear it said that newspaper readers not only demand prompt and accurate reporting of news events, but are eager also for interpretative and explanatory material to show how and why these events came about. To meet this need, your Association now is providing side by side two separate news services, the one devoted to spot developments, the other to the background.

In recent years many forward steps have been taken in the Associated Press spot news report, without special announcement to the members. The wire system has been streamlined to insure quicker delivery, the staff has developed a speed of operation unequaled anywhere, and writing has improved immeasurably. We all have grown accustomed to take superiority in this field for granted, but if anyone doubts the improvement he has but to turn back the pages, make comparisons, and see for himself.

Development of the sister effort to provide interpretative material through the Special News Service has now passed far beyond the stage of experiment. Already this second service is recognized widely as the best in its field. It will continue to improve, with your help.

Some members have asked why this background service carries no A.P. credit. One reason is the desire to give the writers latitude of expression which, I regret to say, many members do not like to see in published dispatches credited to the A.P. The omission of the credit is partially in deference to that feeling. It is better that those who want this background material receive it without A.P. credit than not to receive it at all. If allowed to continue and improve it will ultimately take a fixed place in modern newspaper making as have many other developments which the present management has fostered.

Then, too, this is to be made a highly personalized service, belonging to the members themselves in the largest sense. We call it the S.N.S. for identification among ourselves and on the wires, but I suggest that any member who wants to take full advantage of the promotional possibilities either insert its own name in the credit line, such as "The (name your paper) Special News Service," or use the writers' by-lines without further credit at all, thus building up these writers as its own. If you will do that, the service will eventually come to be as much of an asset to your property as, for example, the news picture service. The users thus will be the full beneficiaries.

I am happy to tell you that the Board has decided no special assessment will be imposed for the Special News Service. This means that you are receiving and will continue to receive two news services, meeting expertly the two prime news needs of present-day newspapers, for a single assessment.

Sincerely yours,
KC.

Kent Cooper.

[fol. 537]

MEETING THE CHALLENGE OF TODAY WITH A COMPLETE NEWS REPORT

The AP News Service

FOREIGN: When you read on March 1 that German troops drove into Sofia in grey armored cars wearing regulation battle dress, it's a safe bet that you were looking at an AP dispatch because AP came through from one to three hours ahead of others.

Sixty-six American overseas staff men, aided by scores of stringers, have been turning up beats like that regularly in the eighteen months of the War.

Here are just a few: Torpedoing of the SS Athenia; assassination of Premier Calinescu of Rumania; sinking of the battleship Royal Oak; the Graf Spee battle; Hitler's visit to Paris; the bombing of Croydon; the evacuation of Namsos; Russian invasion of Finland; Japanese adherence to the axis; arrival of Australians at Singapore.

DOMESTIC: Have you noticed recently how many *new* domestic stories are appearing in both the AP day and night reports?

They're there because AP men have gone out to get them—particularly the *lighter* and *brighter* happenings in this war-torn world.

Where are they coming from? All over—from Fargo as well as Washington; from Baton Rouge as well as New York. AP men have gone straight to the soil and are turning over a brand new crop of home news.

Their reports are readable because they have no writing “rules” except to be accurate, unbiased, decent, truthful and interesting.

There is speed, too. Elimination of relays has brought hundreds of newspapers into direct contact with Washington and other big news centers—on a single news wire carrying the cream of the general report.

THE SPORTS REPORT: Twenty-three full time sports specialists produce most of it. Scores of news staff men aid them. It runs, on trunk wires, according to the season, from 20,000 to 50,000 words around the clock.

Baseball accounts for the heaviest run, but almost any sport you can name gets on the wires, including football, boxing, racing, basketball, golf, tennis, track and field, hockey, polo, rowing, swimming, wrestling, yachting, winter sports, and yes, even badminton. More than a hundred papers are on special football wires; almost as many take a racing service.

Naturally, that means a lot of statistics, but that sports staff is turning out grand reading matter, too.

THE MARKET REPORT: It's supreme in its field—this AP market and financial service—a recognized authority wherever papers are published. There is nothing comparable to it in speed, accuracy, quality or quantity.

Eighty percent of American papers using complete market tables print AP security prices. Two hundred trained employees prepare them, and 34,000 miles of leased wire carry 95,000 stock and bond quotations daily—the biggest and fastest statistical job in newspaperdom.

Accompanying the statistics goes expertly written business and economic news by financial experts.

[fol. 538] **The Special News Service**

THE JOB: These turbulent days of war, with revolutionary social, political and economic events crowding rapidly upon each other, have confronted member newspapers with their greatest, most difficult responsibility.

The chief reason why the Special News Service has come into being is to assist you in meeting this responsibility.

Not only must the spot news be told accurately and quickly, but the *significance* must be explained to millions of readers.

HOW IT IS DONE: While The Associated Press reporters are covering the hot spot news, telling all they can in the rush of the moment, The Special News Service experts are on the job seeking and telling the *meaning* of what is happening—what the developments mean not only to the everyday lives of people, but what they portend. This interpretation, with all the many angles and personalities involved, to give the reader a clear, vivid, complete picture, is further supported by Associated Press and Special News Service reporters who covered the events with rapid follow-up Special News Service articles. Teamwork!

TO MENTION A FEW: The outstanding stories on life in the war-involved countries; notably Milo Thompson on England; Roy Porter and Lynn Heinzerling, France; Robert St. John, Rumania; Charles S. Foltz, Jr., Switzerland; Louis P. Lochner, Edwin Shanke and others, Germany, Hungary, Poland and Holland; J. D. White, China; Max Hill and Russell Brines, Japan; Relman Morin, the Dutch East Indies; Henry Cassidy, Russia. The widely published war analyses by DeWitt Mackenzie and Kirke Simpson.

John Lear's stories from Latin America.

The numerous personality-profiles on leading figures in the news, domestic and foreign.

Devon Francis on "The Truth about American Aviation" and air defense here and in Latin America, W. B. Ragsdale's "Labor and Industry Under the Defense Program", and Frank I. Weller, Clarke Beach and others in Washington on current events, Hubbard Keavy and Ted Gill, Hollywood, Vesta Kelling's, Ruth Cowan's and Mary Elizabeth Plummer's women's features, Eddie Brietz and Whitney Martin, spots, David J. Wilkie, automobiles, Claude Jagger, Frank MacMillen, Charles E. Harner, Frederick Gard-

ner, John L. Beckley and Paul D. Gerner, financial developments, Howard W. Blakeslee and Stephen McDonough, science; Mark Barron, the theater; Gladwin Hill, Don Whitehead and others on numerous general assignments.

BALANCING YOUR PAPER: With war news predominating, there is the problem of not overlooking other phases of life throughout the world.

That is why you find such a wide variety of subjects—the humorous, the entertaining, the serious—covered in the SNS report.

The emphasis is on quality and reader appeal.

That is why you find so many page one, full inside pages and other prominent displays (with pictures for News Photo subscribers) of Special News Service stories. Frequently, these are advertised in advance.

The Special News Service and The Associated Press run, side by side, on the wires throughout the week for Evening, Morning and Sunday members dovetailed to give you a complete news report.

[fol. 539] The A.P. report is far out in front of all others; and it's continuing to improve.

—*George W. Healy, Jr., New Orleans Times-Picayune*

I would like to congratulate you for the excellent job of coverage we are getting. I think it is swell.

—*V. E. Fairbanks, Duluth Herald and News-Tribune*

The effective filing has practically driven the opposition from Page 1 of the Louisville Times. Reason: We get the finished story from A. P. first.

—*A. Y. Aronson, Louisville Times*

We feel that your Special News Service is in many respects one of the most important and valuable developments ever brought about by The Associated Press * * * You are demonstrating something more than the freedom of the press to conduct itself as it wishes. You are showing how the press can perform something more than routine service, namely, a great duty to a great people.

—*W. R. Ronald, Mitchell (S. D.), Daily Republic*

I have started Editorial Magazines in the Akron Beacon Journal, the Miami Herald and the Detroit Free Press.

And the whole backbone of these sections has been the SNS.

—*B. E. Maidenburg, The Detroit Free Press*

My compliments for what SNS has done thus far.

—*George Olds, Springfield Newspapers, Inc.*

This letter is to express the appreciation of The Delta Democrat-Times for your thoroughness in regional coverage. This attention to detail, unrivaled by any other news-gathering agency in the world, makes us proud to be members of The Associated Press.

—*Don Wetherbee, Greenville (Miss.),
Delta Democrat-Times*

It seems to me that the work being done by The Special News Service will have a tendency to carry American Newspapers into a new frontier—and to their very great advantage * * * You are doing, I think, something far more important than is generally realized.

—*Neil H. Swanson, Baltimore Evening Sun*

We think The Special News Service is the most striking and usable enrichment of Associated Press material in many years. Not only is the material itself well handled interpretative writing, but its early arrival fits admirably into production schedules.

—*Edward Lindsay, Decatur (Ill.). Newspapers, Inc.*

I am extremely pleased with the news report. That bugaboo of all editors, overwriting, has been rather thoroughly licked.

—*Kenneth D. Tooill, Ohio State Journal*

Mirror editors believe the general A.P. news report has greatly improved, that its style is much sprightlier.

—*Hinson Stiles, New York Mirror*

The service is better than ever.

—*L. R. Blanchard, Rochester (N. Y.). Times-Union*

The immeasurable strides you have made in the last few years have far exceeded what I thought could be done.

—*Harold Hartley, Toledo Times*

AP-WW No. 1

(Editors: This is the first of two stories for use in promoting your Wide World service.)

AP

The (NAME OF YOUR PAPER) now has two great news services—Wide World, as well as The Associated Press.

Every reader of this newspaper is familiar with the reliability of The Associated Press, the world's greatest news-gathering organization. Now, every reader also benefits from the added coverage of AP's correlated service, Wide World.

Through The Associated Press and Wide World, the (NAME OF YOUR PAPER) receives not only the latest and most comprehensive coverage of the world's spot news events, but also the behind-the-scene stories which report new trends, weigh the significance of current happenings and record the human side of a world at war.

Kent Cooper, general manager of The Associated Press, dreamed many years ago of a separate news, feature and photo service for AP members that would provide new approaches to the world's affairs. His idea was that the new service would augment, but never duplicate, the spot news stories daily provided by The Associated Press. The AP and the new service would give member newspapers everything outside of local requirements.

His dream was gradually realized. He first set up a special service for Sunday issues of leased wire members, dealing in behind-the-news features. This service was expanded two years ago to supply similar material to morning and evening dailies and was called the Special News Service.

In August, 1941, The Associated Press bought the long-established Wide World Photos from the New York Times. In December, 1941, the Special News Service took the name of Wide World and became associated with Wide World Photos. In February, 1942, The AP Feature Service took the name of Wide World Features.

[fol. 541] In explaining the functions of Wide World, Cooper said, "In these turbulent days of war, with revolutionary social, political and economic events crowding rap-

idly upon each other, newspapers are confronted with a greater and a more difficult responsibility.

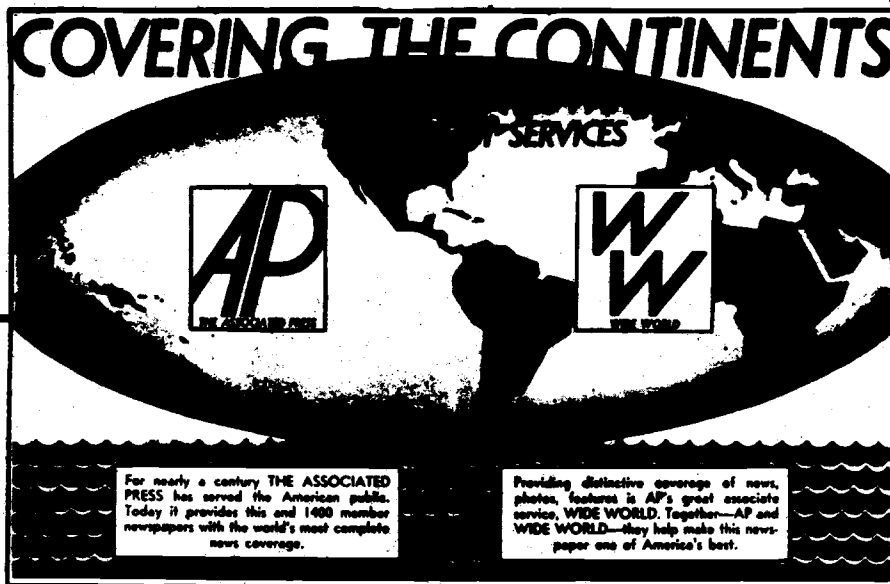
“This is why Wide World has been steadily expanded. Not only must spot news be covered accurately and quickly by The Associated Press, but the significance must be explained to millions of readers.

“This latter is the field of Wide World.”

1942

“The only world-wide, non-profit, cooperative news gathering association”

(Here follow 2 photolithographs, side folios 542, 542a)



NOTE: MATS OF THIS PROMOTIONAL AD SUPPLIED ON REQUEST.

EDITORS: WIDE WORLD FEATURES

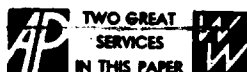
NOW REPLACES AP FEATURE SERVICE WITH THESE IMPROVEMENTS

Accompanying this page are your first "WIDE WORLD FEATURES."

They become "WIDE WORLD" in place of "AP FEATURES" as another step in the development for members of The Associated Press of a complete, co-related news, photo and feature service separate from the spot news and photo services of The Associated Press.

Wide World Features... will enable you to offer two great, distinctive services to your readers where you formerly had one. And Wide World offers you a GREATER feature service.

During its 15-year history, AP Feature Service was quick to respond to every member need. Similarly, Wide World Features is gauging its program, is glad to present a series of improvements to help make Wide World worth more to your newspaper.



Mats Of This Ear On Request

With the change, WIDE WORLD FEATURES announces:

- 1—A completely new convenient format to expedite editing. More news pages, faster service.
- 2—More "war relief" features—in picture and story—to "keep 'em laughing."
- 3—More big news features, outstanding pieces to meet increasing magazine competition. But tightly edited for tighter papers.
- 4—Intensified sports program. Called by the President a "must" in wartime. More distinctive art.
- 5—More emphasis on women's features, more important since the war than they ever have been.

Exhibit C

-----NOTE: ANNOUNCEMENT STORY AND PROMOTIONAL ADS BELOW FOR YOUR USE. MATS SUPPLIED ON REQUEST WITHOUT CHARGE.-----

ADDRESS MEMBERSHIP DEPARTMENT, THE ASSOCIATED PRESS, 60 ROCKEFELLER PLAZA, NEW YORK

TWO GREAT SERVICES

SPEED NEWS PHOTOS FEATURES TO THIS PAPER

Look For The Symbols And In This Paper Daily. They Are The Signs Of A Great Newspaper

A NEW name appears over many stories in (name paper) today — "WIDE WORLD FEATURES."

It replaces "AP FEATURE SERVICE" with which you have learned to associate so many outstanding news, sports and women's page features.

But these fine features are still with us. In fact, you'll see even more of them on every page of this newspaper.

"Wide World" is a great effort of The Associated Press and in replacing the name "AP Feature Service" it gives (name paper) an even greater array of top-notch daily news features.

Then (name paper) now of ten you two great services, the nearly century-old Associated Press and its companion, Wide World. Together they bring to this paper the finest news, the best features, the finest features available to any American newspaper.

So start today looking for that name "Wide World Features" right along with "The Associated Press."

Look for the Wide World symbols on pictures, maps, charts, they help create that big news, this newspaper.

AP

TWO GREAT SYMBOLS

THE ASSOCIATED PRESS

WIDE WORLD

IN THIS PAPER

LOOK for those special "L" stories by such top Wide World Features byliners as Jack Stinson, Robin Coon, George Tucker, John Selby, daily columnists; Herman Allen, John Grover, Lucrose Hudgins, Alexander George in Washington; Dillon Graham and Ferd Browning in sports; Ray Peacock on Broadway; fashion editor Dorothy Roe, women's writers Adelaide Kerr, Louise Bennett Weaver and Margaret Kernodle; Sam Jackson on the Pacific coast; Robert Gelger, also in the West and many more top writers at home and abroad.

With many of these writers you become old friends under AP Feature Service bylines. They will continue to write for you under "Wide World"—these and many more.

And look for more big news features, added women's features (now more important than ever), more sports features, called by the President a "must" in wartime.

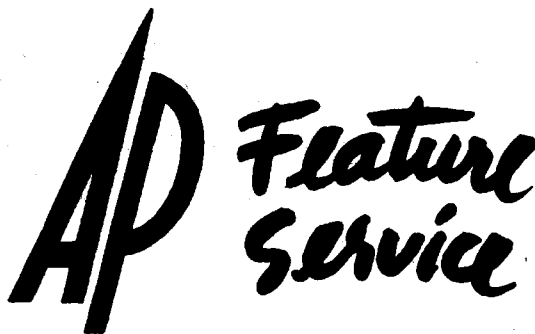
Wide World has them. AP has them. They're yours for the reading. The products of two great services—in one newspaper!

BIG GUNS Behind This Newspaper



Two great services—THE ASSOCIATED PRESS and WIDE WORLD—provide this newspaper with the world's most complete coverage of news, photos features. No other combination offers so much—so fast—so accurately—to American readers.

A PROFILE OF THE



● The only feature service with full facilities for coverage—pictures, stories, columns, background—in every state and in foreign countries. AP Feature material is obtained from Feature Service staff members and from members of The Associated Press general staff all over the world as well as from free lance writers and artists.

● The only service offering a full budget—comics and cartoons, daily columns, news features and pictures—on a cooperative basis. You have a say—and savings—in AP Features.

● The only service offering weekly a full page matted picture story, a weekly matted news review, a weekly matted background map.

● The only service offering a complete, separate budget for both morning and afternoon newspapers.

● The only complete feature service available in whole or in part.

AMERICA'S BEST PAPERS USE AP FEATURES

[fol. 543]

EXHIBIT D

GENERAL BUDGET FEATURES

Note: The basic News Feature budget consists of feature proofs. Mats of illustrations on feature proof pages may be had at a nominal charge.

THE DAILY LINEUP:

Illustrated News Features

Brilliant features from the entire world. Amusing "war relief" stories, explanatory articles, series, picture stunts, charts, preparedness material for big events and holidays; What It Means; Americana; shorts and columns of fillers. These are provided by a large staff of special writers, editors and artists and by the world-wide staff of The Associated Press and AP Photo Service.

Illustrated Sports Features

Outstanding sports copy from every section of the country and from abroad. Picture stunts, personalities, elaborate background and preparedness material, exclusive big-name byline stories, interpretative columns by Feature Sports Editor Dillon Graham and other AP sports experts throughout the nation.

Illustrated Women's Features

Fashions by leading style writers; Beauty by Betty Clarke; Food and Menus by Mrs. Alexander George; Women—personalities and problems—by Adelaide Kerr; Hints for the Home; Common Courtesy, by Margaret Kernodle; outstanding treatment of the modern woman in picture and story.

"Fine stuff!" Ohio State Journal, Columbus.

"AP greatly excels any other service." Greenville (S. C.) News.

"We've never been prouder of AP." Mason City (Iowa) Globe Gazette.

"The Feature Service has done a wonderful job. All in all it would be difficult to improve it." Sioux Falls (S. D.) Argus-Leader.

“AP Feature stuff is the brightest, best illustrated and most timely. Have seen nothing that even comes close to it for quality, thoroughness and—best of all—intelligent anticipation.” Rochester (Minn.) Post Bulletin.

[fol. 544] THE DAILY COLUMN PARADE:

Washington

Daybook by Jack Stinnett. No other capital column is like it. Entertaining, informative picture of Washington including outstanding series on national problems. Stands up in competition with hundreds of wire stories daily.

New York

Manhattan by George Tucker. A lively inside story of the big town. Tall tales about tall buildings, authors and artists, and just anybody.

Hollywood

By Robbin Coons. The movie city inside out. Reports on the big stars and the lowdown on everybody. Trends in pictures.

Books

Literary Guidepost. By John Selby. Expert but easy-reading reviews of the important new books from a critic who is himself the author of two novels.

Food

Menus by Mrs. Alexander George. Everything about food by an outstanding authority on home economics.

Radio

By C. E. Butterfield, one of the original radio columnists. Radio programs for advance release. Text mats available. Proofs sent on request only.

“Service is swell—Keep it up.” Augusta (Ga.) Chronicle.

“You don’t need to sell Robbin Coons to this paper. We know he’s good.” Omaha World-Herald.

“John Selby’s Book Reviews are outstanding.” Daytona Beach News-Journal.

“Tucker is making a hit in this area.” Springfield, O., Newspapers, Inc.

“We have had many favorable comments regarding Stinnett’s Washington column and style of writing.” Hilo (Hawaii) Tribune-Herald.

[fol. 545] Economy Mats

Text mats of Jack Stinnett’s Washington Daybook, Robbin Coons’ Hollywood column, George Tucker’s Manhattan and Menus by Mrs. Alexander George—all matted for a small added charge.

Daily Serial Fiction

Outstanding, strikingly illustrated, big-name serials in 30 and 36 chapters by such writers as Margaret Widdemer, Rita Mohler Hanson, and Medora Field, whose mystery thriller, “Who Killed Aunt Maggie?” released by AP Feature Service, was a nationwide best-seller. Serial proofs sent on request only. Matted text also available.

Market Chart

Monthly rout-out chart showing the position of the stock market. Sent on request only.

Stamps In The News

Weekly roundup of the newest in America’s No. 1 hobby.

Charts And Maps

Graphic charts and maps of the news and new trends.

Three Tests

Two-column weekly illustrated quizzes. Screen Test by Robbin Coons; Sportest, and News Test.

Modes Of The Moment

The week’s latest fashions. A half-page of striking art. Proofs and mats on request only to feature mat subscribers.

“Reader reaction—all favorable!” Saginaw (Mich.) News on AP Serials.

“AP Maps are the finest we have seen.” Toledo Times.

“Modes of the Moment is one of our best daily features for the Woman’s Page.” Norwich (N. Y.) Sun.

“Congratulations on the fine service of the Feature Department.” Indianapolis Star.

AMERICA’S BEST PAPERS USE AP FEATURES

[fol. 546] **SPECIAL MATTED FEATURES**
(Cost prices on request)

Picture Show

Outstanding picture-story page issued weekly. No other page is available like it, none is so readily adaptable to use either as a regular weekly feature or at will.

The World This Week

The country’s only matted, full page news review—gaining new successes after four years. Brilliantly written and no mere routine roundup of the week’s news. A “must” page for editors who want a complete newspaper.

Weekly Background Map

Another “only feature of the kind.” Available usually in five or six columns of varying depths. May be blown up to half page or full page effectively. Spotlights the big news problems of the week. A product of able research and expert draftsmanship.

Daily Cross-Word Puzzle

The country’s long-popular puzzle favorite by one of the cleverest cross-word experts in the feature field.

“Picture Show is one of the best features being turned out today. One of the things we like most about it is that almost invariably it exhibits good make-up and good layout without sacrificing picture quality and effects.” Washington Star.

“More than satisfied with The World This Week.” Sioux City Tribune.

“The Background Maps are unequivocally excellent.” Philadelphia Bulletin.

“Looks swell. Sure the addition of Picture Show will benefit us greatly.” Erie (Pa.) Dispatch Herald.

AMERICA'S BEST PAPERS USE AP FEATURES

[fol. 547]

COMICS AND CARTOON FEATURES

Note: The Comics and Cartoon Budget consists of six strips, three panels, a daily sports cartoon, daily news cartoon. In addition, "Strictly Private" is available outside the regular budget. You may subscribe to one or more features.

THE COMIC-CARTOON LINEUP:

Panels

News Cartoon. By Hank Barrow. A brilliantly drawn, impartial cartoon record of the times. Particularly suited for editorial page use. Daily in three columns.

Sports Slants. By Tom Paprocki, the country's No. 1 sports cartoonist. Lively pen and ink profiles of the personalities in sports, together with a separate sports column. Panel is daily in two or three columns.

Modest Maidens. By Don Flowers. The streamlined gag panel featuring show girls and shop girls, stars and stooges. It's as fresh as the latest fashion. Daily panel in two columns.

The Doolittles. By Quin Hall. America's typical cartoon family by one of America's cleverest cartoonists. Daily panel in three columns.

Neighborly Neighbors. By Milt Morris. Rib-tickling true-to-life story of Peters Corners. Small-town America at its funniest. Daily in three columns.

A few AP Comic users: Los Angeles Herald and Express, San Francisco Call-Bulletin, San Francisco Examiner, Cleveland Plain Dealer, Washington (D. C.) Star, Chicago Daily News, New Orleans States, New York Post, New York Sun, Philadelphia Evening Ledger, Seattle Times, Christian Science Monitor.

[fol. 548]

Strips

Oaky Doaks. By Ralph Fuller. A modern strip in medieval setting. Oaky is a self-made knight in a homemade

suit of tin armor and he sees some real action. Daily strip in five or six columns.

Scorchy Smith. By Frank Robbins. The ideal, clean, red-blooded outdoor adventure strip. Demanded by editors who want adventure without horror. Daily in five or six columns.

Adventures of Patsy. By Charles Raab. The only juvenile strip using adventure and glamour of Hollywood as a regular setting. Daily in two, five or six columns.

Dickie Dare. By Coulton Waugh. Seagoing adventure strip. Popular with editors because it's ideal action for the average American boy. Daily in two, five or six columns.

Homer Hoopee. By Fred Locher. Homer is the all-American husband, getting into the customary domestic difficulties with friend wife, mother-in-law and unpredictable nephew. Daily in five or six columns.

Oh, Diana! By Don Flowers. Keeping up with Diana Dane is like trailing a streamlined train. It's tops in the girl-gag class. Daily in five or six columns.

* * * * *

“Strictly Private”

The army gag panel that scooped the field and still holds it against all corners. Quin Hall's character, “Private Plink,” is the country's favorite army hero today. Available to subscribers in two columns.

More papers using AP 'comics: Atlantic City (N. J) Press Union, Kansas City (Mo.) Star, Dayton (Ohio) News, Emporia (Kans.) Gazette, Grand Rapids (Mich.) Herald, Harrisburg (Pa.) Telegraph, Indianapolis News, Galveston (Texas) Tribune, Oakland (Calif.) Tribune, Wilkes-Barre (Pa.) Record.

AMERICA'S BEST PAPERS USE AP FEATURES

[fol. 549] “Use every inch of AP feature copy * * *
We couldn't get along without it. * * *”

So writes the Louisville Courier-Journal, demonstrating the real place AP Feature Service has won for itself since

it was started for 1400 AP member papers 13 years ago.

There are a great many papers that think likewise. This is what a few of them do with AP feature copy:

"We make up a special page each Sunday from AP Features." Montgomery (Ala.) Advertiser.

"Feature Service is very flexible and we find it indispensable." Fredericksburg (Va.) Free Lance-Star.

"We frequently take Feature Service Stories as they come in, put a date on them and use them in the next edition—that's how good we think they are." Indianapolis News.

"The greatest number of features are used in our Women's Pages; they are unusually modern, fresh and well illustrated." San Francisco Chronicle.

"Fine job on the sports sheet. We're using just about everything on it and have received much favorable comment from the readers." Spartanburg (S. C.) Herald and Journal.

"Not long ago we took a readers' survey on the Gallup plan and found that your comics were read by as high an average of readers as any other survey of readers of other comics that has come to our attention." Southern California Associated Newspapers, Los Angeles.

AMERICA'S BEST PAPERS USE AP FEATURES

[fol. 550]

EXHIBIT E

AP

Wirephoto Promotion Story

The greatest development in modern newspaper history is coming to (NAME OF CITY).

On (DATE) The (NAME OF PAPER) will become a part of the vast Associated Press WIREPHOTO network and will receive news pictures by wire, along with 120 other progressive American newspapers.

This means:

1. The (NAME OF PAPER'S) news pictures will come by wire, just as news comes and will appear simultaneously with news stories.

2. (NAME OF CITY) will see in The (NAME OF PAPER) every day pictures hot off the far-flung 20,000-mile Associated Press WIREPHOTO network stretching from coast to coast and from Canada to the Gulf of Mexico.

3. That when big news breaks The (NAME OF PAPER) will receive pictures direct from any of 50 or more Associated Press sending stations located strategically across the nation.

4. That time and distance, twin obstacles to the task of presenting pictures with the news, will be eliminated because of WIREPHOTO'S speed. It takes only eight minutes to transmit a WIREPHOTO regardless of the distance.

5. That readers of (NAME OF PAPER) will benefit from the greatest discovery from the standpoint of rapid news transmission since the introduction of the Morse telegraph and photography nearly 100 years ago. WIREPHOTO marks as revolutionary a step forward in the field of news pictures as did the invention of the Linotype in the mechanical production of newspapers.

News stories long have been sent by wire, but only since 1935 have newspapers been able to place regularly side by side with these stories pictures of the events as they occurred. Before the advent of WIREPHOTO, pictures as a medium of news were at a great disadvantage in speed. For news is perishable—new today and old tomorrow.

Before the long awaited New Year's day in 1935 when the first AP WIREPHOTOS were transmitted there were long years of research, experiments and struggles to develop and refine the former barely workable machines to make the transmission system used in WIREPHOTO, but the result was virtually perfection itself, so much so that photographs thus transmitted appear as exact reproductions of the originals.

The key to this amazing performance of presenting pictures with the news is a photo-electric cell. It is the heart of the equipment in dozens of cities where WIREPHOTO operates daily. With the photo-electric cell in the WIREPHOTO machine are amplifiers, lights and condenser lens to change the electrical impulses back into light at the receiving end often thousands of miles away.

This is the way WIREPHOTO'S sensitive apparatus works:

In simplest terms, the photo-electric eye "looks" at the picture on the sending apparatus and transmits what it "sees" in light and dark portions of the photograph into electrical impulses. These travel over the wires and are re-transmitted into light impulses at the receiving end to expose a film into shades of light and dark negatively identical with the original print. When this negative is developed and printed, the transmission is complete.

The photograph to be sent is clamped around a horizontal cylinder on the sending machine. Attendants along the line of WIREPHOTO machines make 20 second tests to make sure the proper amount of electrical current is [fol. 552] being supplied. Then the WIREPHOTO attendant at the sending point presses a button starting the cylinder of his machine in addition to those at the receiving stations. The cylinders on the one sending and the many receiving machines revolve in synchronism throughout the transmission.

As the cylinder on the sending machine rotates, the scanning equipment containing the photo-electric eye moves on a carriage horizontally alongside the photograph. A beam of light is thrown on the picture through a tiny aperture one-hundredth of an inch square while the cylinder revolves. This beam of light reflects off the photographic print into the photo-electric eye where the light rays (strong or weak as the light or dark portions of the picture rotate past) are transformed into electrical impulses.

These electrical impulses are "built up" by means of amplifiers to travel the hundreds or thousands of miles that may be necessary to reach the receiving point. Here they are reduced to their original strength for feeding into the receiving machine.

On the receiving machine is a sealed light-proof cylinder of somewhat the same type as is on the sending machine and mounted on a similar rotating lathe-like carriage. Inside this light-proof cylinder is an unexposed film. The electrical impulses from the distant sending machine enter the receiver and pass on to an electric bulb which thereupon is lighted to a degree of brightness varying in proportion to the strength of the current received. The strength of this impulse, in turn, depends upon the shades

of light and dark found on the original print at the sending end.

[fol. 553] The light from this bulb is focused through a "condenser" lens to less than pinpoint size so it strikes the negative as it revolves on the receiving cylinder in perfect synchronism with the picture revolving on the sending cylinder at the other end of the wire.

The negative or film thus is exposed in exact proportion to the amount of light reflected from the original picture on the sending cylinder. The negative is taken to a darkroom a few steps from the machine where it is removed from the cylinder, developed and a print made. The finished picture is exactly like the one at the sending station, hundreds or thousands of miles away.

And the time required to transmit these impulses is **ONLY EIGHT MINUTES.**

The huge network of wires, set aside for use by The Associated Press WIREPHOTO alone, operates 18 hours daily, constantly ready for any news break and ready to transmit news pictures to the (NAME OF PAPER).

The identification or "caption" explaining the material contained in the picture is typed by an editor at the sending station on a strip of gummed paper and pasted to one end of the photographic print. The typewritten material in this caption is transmitted along with the picture in the same manner as the picture itself and at the same time.

Not more than 45 minutes time is consumed between the time a photographer steps into his darkroom at a sending station until a picture is in an editor's hands many miles away. This includes the time required for the news photographer coming in from his assignment to develop his film and print the picture, for the WIREPHOTO attend- [fol. 554] ants at the sending point to transmit it and for other attendants at the receiving end to develop and print from the negative exposed by the clever combination of light and electricity that goes to make up WIREPHOTO.

All receiving stations on the network—serving 120 newspapers—can receive the same picture at the same time from the one print at the sending station. And there are about 50 sending stations available to transmit pictures, a number of portable sending machines, also, being provided at strategic points, whence they can be rushed to any location.

Each station on the network is in direct connection with any or all the others by the same wire that carries the pictures and staff men can talk with one another about pictures planned to accompany the news, like this:

"New York," says an editor, "this is San Francisco. How soon do you expect to have those English pictures ready to move?"

"In about four minutes," replies the New York editor, continuing, "Did you hear that, Chicago? You were asking a moment ago."

"Yes, thanks," says the Chicago editor.

(NAME OF CITY) is in close touch with the main network station at (INSERT NAME OF YOUR TRANSMITTING STATION) by telephone. After a quick call The (NAME OF PAPER) receiver can be connected and in eight minutes a picture will be in The (NAME OF PAPER) office to go with the news story that has come by another wire.

"The only world-wide, non-profit, cooperative news gathering association"

(Here folow 4 photolithographs, side folios 555—558-559)

420A

Exhibit F

FINEST PICTURES FIRST



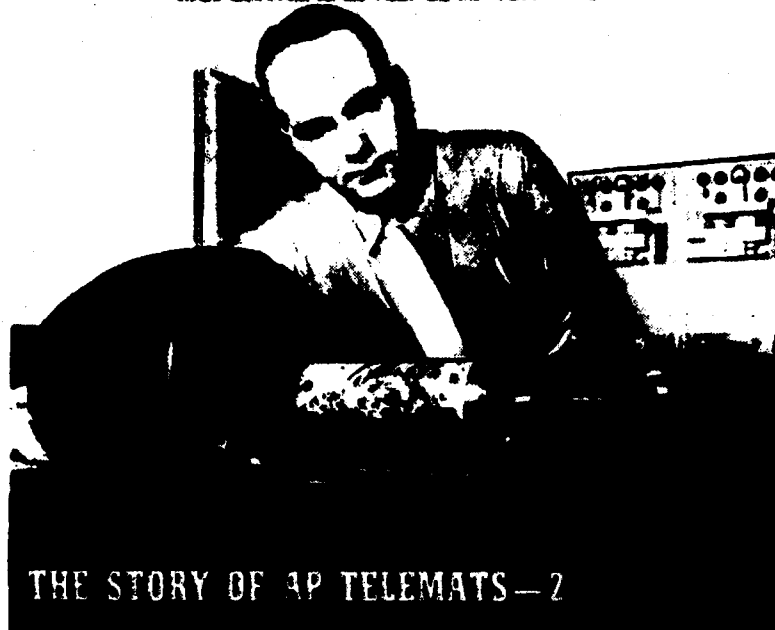
**This is AP photographer Jack Rice in action "some-
where in the Pacific." He is one of many cameramen
covering the world's fighting fronts and the home
fronts for this and hundreds of other Associated
Press newspapers. These pictures — on the war,
sports, personalities, general news—are flashed to
this newspaper in record time daily. They are
known as Telemats — the world's fastest matted
news pictures. See them daily in this newspaper.**

the story of AP Telemats—1

Exhibit P

8 minutes by the miracle machine

Here is the miracle machine that brings this and hundreds of other Associated Press newspapers today's pictures with today's news stories. It's a Wire-photo transmitter. It flashes pictures across the continent with incredible speed—eight minutes for a single transmission. Engraved, matted for printing at the nearest of several strategic regional points, these pictures are then rushed to this newspaper where you see them daily. No other photo mat service is as fast as AP Telemats.



*Exhibit F***A STAFF
THAT NEVER SLEEPS**

This is the newsphoto desk in the world's largest news room, The Associated Press office in New York. Over this desk pass thousands of pictures—news pictures that appear in this and hundreds more Associated Press newspapers every hour of the day and night. Here is the heart of the 20,000-mile Wirephoto system with picture sending machines in 45 cities and with emergency facilities for picture transmission from other points. Pictures flashed over this system are relayed to this newspaper for use with today's news. It is the world's greatest picture service. Watch for these photos daily—AP Telemats—with your wire stories.

the story of AP Telemats—3

Exhibit F

"THE INDISPENSABLE SERVICE"

"We are using about everything you can send us in Telemats. This is one indispensable service as far as we are concerned. A.P. pictures have been one jump ahead of the news all the time."

KEWANEE, ILL., STAR-COURIER

What AP Telemats offer -

More than 600 Associated Press newspapers now receive AP Telemats because ...

Telemats provide the world's fastest matted news pictures.

Telemats provide the only mat service which benefits from the AP Wirephoto system.

Telemats provide you with more than 40 spot news mats weekly, dispatched from the closest of six regional matting points—Chicago, Atlanta, Kansas City, San Francisco, Dallas and New York. Telemats may be sent also from other emergency matting points.

Telemats send you—in addition—two full pages of semi-spot and feature pictures weekly—"Picture News" pages.

Telemats provide variety, high reproduction quality and savings!

TELEMATS MEAN FINEST PICTURES FIRST

THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York