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NEW YORK TIMES
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TIMES TO SHARE ITS NEWS WIRE

Chicago News and Sun-Times to Join in New Plan

The New York Times and The Chicago Daily News and Sun-Times announced plans yesterday for the joint distribution of their respective news services on a shared, 24-hour, nationwide news wire.

The announcement was made by Arthur Ochs Sulzberger, publisher of The Times, and Marshall Field, publisher of the two Chicago newspapers.

The New York Times News Service, which has 226 domestic and Canadian subscribers, is the largest supplementary wire service in the United States. A supplementary service is distinguished from the two basic news services, The Associated Press and United Press International, which have thousands of newspaper, radio and television subscribers.

The Chicago Daily News/Sun-Times service has 94 subscribers. The New York Times News Service has 103 clients overseas, in addition to its domestic and Canadian subscribers. The initial contract between the two services will be for 10 years.

Rob Roy Buckingham, editor and general manager of The New York Times News Service, said of the joint distribution:

"This greatly expanded circuit will enable The New York Times and its associates to provide the most comprehensive and varied supplemental news service ever offered to newspapers in the United States and Canada."

At present, The Times news service operates to 10-hour leased wire, and the Chicago newspapers, a 9-hour wire. In the future, however, under a ruling by the Federal Communications Commission, newspapers will no longer be allowed to lease wires in hourly segments but only on a 24-hour basis. Newspaper leased-wire rates, now lower than those for other commrcial users, are also scheduled to be raised by the American Telephone & Telegraph Company.

The new wire, which will be leased by The Times at the earliest feasible date, will have two 12-hour news services. The Times news service, which is now operated from 2 P.M. to midnight, will run, under the new arrangement, roughly from noon to midnight, with the midnight-to-noon cycle operated by the Chicago Daily News/Sun-Times.

The Times will serve as the sole sales agent for the news services when transmission arrangements are completed. The two services will be sold separately or jointly. They will be available, as they are now, to both morning and afternoon newspapers.

"Although the Chicago Daily News/Sun-Times Service will move on The New York Times wire in the future, the announcement from the two publishers said, "the identity, character and editorial independence of the Field newspapers' service will be fully maintained."

The material transmitted on the Chicago newspapers' portion of the wire will be transmitted from that city and will be edited and selected by the staffs of the two Chicago papers. Baker Marsh will continue as editor of this service, which was established in 1896 as The Chicago Daily News Service, and is the oldest supplemental news service in the country.

The Chicago news service includes some news, feature material and columns from the Newhouse News Service and the Knight Newspapers.

The new wire, Mr. Buckingham said, "will meet the needs of all kinds and sizes of newspapers for high-quality material around the clock."

He added: "It will be particularly strong in the areas now being stressed by good newspapers everywhere — analysis, interpretation, background and commentary.

"The wire will regularly carry some of the most distinguished bylines in America, including many Pulitzer Prize winners."

Portions of both the afternoon and morning news services will be transmitted to overseas clients from New York.

Negotiations for an exchange of news services between The Times and The Evening Star of Washington, which would allow portions of The Star's news service to be transmitted on new wire, are under way.

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