

Some Accomplishments of THE WASHINGTON TIMES During 1909

Editorially

The TIMES was the only Washington paper to give the public the very latest news seven evenings a week throughout the year 1909.

The people of Washington are today buying gas at 10 cents less than ever before as a direct result of the fight waged, practically single-handed, by The TIMES in its news columns during a great part of 1909, a fight that aroused national interest and curbed the Gas trust in its endeavor to have legislation passed that would interpose no stumbling-block in a grand stock-inflation scheme that would have worked untold harm to the District.

The fight now on against the Sugar trust was launched during and partly by reason of The TIMES campaign of exposure of the methods of this giant combine. (The first complete expose of the Sugar trust frauds as practiced at the weighing docks of the New York customs house appeared in The TIMES and was read before the United States Senate and ordered published as a public document, editorials of The TIMES being similarly quoted on the floor of the Senate.)

The TIMES was the only paper on March 4, 1909, to advise the citizens of Washington and its great influx of visitors that the inaugural parade would positively take place. The publication of a special edition was required to accomplish this purpose, the general opinion prevailing up to that time that, owing to the stormy weather, the parade would be abandoned. Every source of wire communication being out of commission, The TIMES again displayed its enterprise by flashing to the outside world "via wireless" the first news that the inauguration had taken place.

The Times has demonstrated through a special Sunday feature each week that there is a human interest side to many big news stories. Staff correspondents are sent to all sections of the country in order that they may discuss intimately with their readers topics foremost in the public mind.

Hardly a Sunday has passed during the year 1909 that the Sunday Evening Edition of The TIMES has not contained one or more important news "beats" over every other Washington Sunday newspaper. Daily news "beats" are so frequent that no citizen within the District can go to bed with the satisfied knowledge that he is in touch with all the latest happenings unless he has read The TIMES.

The TIMES did not lose a fight to which it lent the strength of its Editorial policy during 1909. Some are yet to win—but not one has been lost.

In Circulation

Forty-three thousand, three hundred and thirty-six copies was the average daily and Sunday circulation of The TIMES for the entire year just passed. These figures break all previous records for newspaper selling in the District, being far in excess of those of any other Washington newspaper at any time in their history. This record-

breaking circulation has been built on the merits of the paper alone, without the aid of any premium schemes whatsoever.

The fact that the end of the first year of its existence finds the Sunday Evening Edition of The TIMES keeping pace with the forward strides of the daily editions only emphasizes the public's demand for the very latest news seven evenings a week instead of six.

In Advertising

The daily and Sunday evening editions of The TIMES show a display advertising gain during the year 1909 over the preceding year of 751 columns. Such a substantial gain is the natural result that follows The TIMES' great circulation gains. This increased volume of advertising constitutes the highest tribute local advertisers could pay the pulling power of The TIMES' ever-increasing circulation.

Of the successful advertisers who launched their publicity campaigns for the first time during 1909, more began in The TIMES than in all the other Washington papers combined, many of these campaigns, which afterwards included other local papers, being planned by The TIMES Copy Department.

Practically every line of active business in the District is represented among the present clientele of The TIMES Copy Department. The fact that this service is gratis marks another step forward taken by The TIMES in its march toward better newspaper service to both readers and advertisers. Requests from advertisers in other cities, with offers to make a cash arrangement for the service rendered by this department, show that the work of the department is creating more than local interest.

In Improved Equipment

Probably the most notable improvement made in the printing equipment of The TIMES during 1909 was the installation of a new Octuple press. The addition of this new press has given The TIMES press room a speed and volume of output equaled by no other paper south of New York. It prints 2,400 papers a minute—prints them better, faster, and clearer than they've ever been printed before—enables an output of 84,000 12 to 32 page papers per hour; 168,000 12 to 16 page papers per hour; 336,000 4 to 10 page papers per hour. The chief influence of this improvement is felt by the Circulation Department, where a quicker distribution of papers is made possible, insuring greater sales.

Another mechanical improvement which facilitates the quick printing of the paper after it has left the typesetters' hands is the installation of a Junior Auto Plate machine in the Stereotyping Department. This machine has a capacity of producing three plates a minute. These plates are semi-circular in form and each contains the exact counterpart of all type matter set upon a single page. It is from these plates and not from the type itself that the newspaper is printed—so the strength and exactness of reproduction necessary make the quick production of the plates all the more remarkable. The installation of such a machine enables The TIMES to take care of last-minute news that so often comes in after the first plates have gone to press.

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THAT PUBLISHES
The Very Latest News Seven Evenings a Week**