

CRUISER CHESTER CONVOYING THE CARPATHIA. MANY BODIES OF THE TITANIC'S PASSENGERS BEING TAKEN TO BOSTON BY THE CALIFORNIAN

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EDITORIAL

A New Wrinkle in Journalism Devised and Executed by The Washington Star.

REPORT OF CIRCULATION.

April 16, 1912.

For Station..... Report Circulation.....

Name of Title Agent.....

Total number of papers received.....

.....

Also please report if possible.....

Number to newspapers.....

Number to individuals.....

Number to regular carriers.....

.....

Also please make full separate report on the conditions.....

.....

If you will read over carefully the blank form reproduced at the side of this sentence you will get an initial comprehension of an entirely new idea in journalism, a new wrinkle in newspaper competition. In order that full credit be given to the originators and manipulators of the scheme it should be

said that it was devised by the Washington Star and operated last Sunday.

There has been evidence for some time of an increasing apprehension that The Sunday Times was growing too fast to suit its competitors, getting too big for comfort in their circulation and advertising departments.

The doubting Thomas said: "Perhaps the situation isn't as bad as it looks. Perhaps the circulation statements of The Times, even though they are sworn to, may not be truthful; we know ourselves that sometimes such statements are not true. Let us investigate."

And so the form of report reproduced above was made up, and Mr. Burns, the head of the Star circulation department, and Mr. Boyd, his assistant, were called in. These two were directed to station themselves in the alley at the back of the Munsey Building, others were directed to station themselves in front of the building, and each was to count as accurately as he could the bundles of Times as he saw them brought out. Then all over the city Star agents were stationed at various corners to watch the sale of The Times, and to supplement the Star forces Times agents were asked to fill out blanks like the above.

As ashamed as some of the Star men confessed they were, they, nevertheless, followed orders, and presumably reported to their superiors the results of their vigilance.

If they reported accurately and truthfully, their figures showed that The Times circulated last Sunday 48,406 copies.

But what a lot of trouble this new form of journalism entails. To the actual work of the men is added the sense of being sneaking spies; and self-respecting newspapers ought not to require employees to sacrifice themselves to that extent.

And it was all so needless.

The Times would have been willing, is willing now, and will continue to be willing to afford every opportunity to those interested in the circulation of The Times to make the most complete investigation of its gross and net figures. It invites them to visit the mechanical departments, watch and count the press output, receive and count the returns, and convince themselves irrespective of claims or statements.

Isn't that an improvement on the spy system?



COMMANDER BENTON C. DECKER,
Of the Chester.

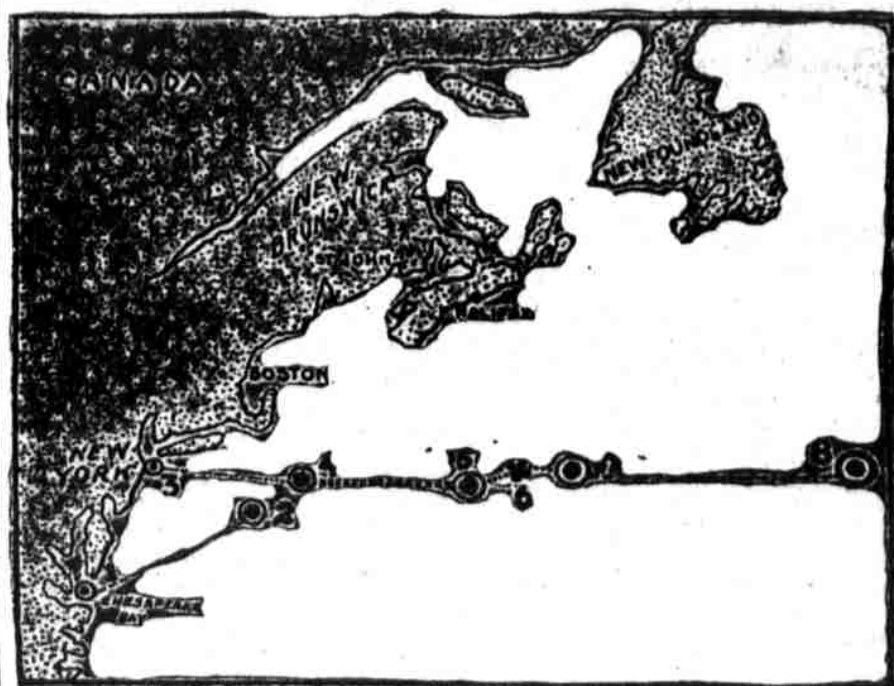


DIAGRAM OF WATER TRAGEDY.

BODIES PICKED UP BY LEYLAND LINER

Victims of the Lost Titanic to Be Brought
Probably to Boston by the
Californian.

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By ROY W. HOWARD.

BY WIRELESS FROM THE STEAMSHIP OLYMPIC, April 17.—The bodies of some, at least, of the victims of the lost Titanic will be brought, probably to Boston, on the Leyland liner Californian. Wireless advices reaching us from the scene of the disaster say some have already been recovered.

The Olympic is proceeding. She could do nothing. The realization of the tragedy, followed by the knowledge that the younger sister of the Olympic went to the bottom while this great vessel was rushing to her aid at top speed, and hoping against hope that she would get there on time, has stunned all on board.

Key to Diagram

- 1—Where Salem was when ordered to meet Carpathia.
- 2—Where Navy Department located Salem at noon today.
- 3—Where rescues will be landed.
- 4—Where Scout Cruiser Chester was when ordered to meet Carpathia.
- 5—Estimated location of Chester at noon today.
- 6—Where Chester is expected to meet Carpathia this afternoon.
- 7—Estimated location of Carpathia at noon today.
- 8—Exact location of Titanic when she sank.

Latest Bulletins

NEW YORK, April 17.—There are only 705 survivors of the Titanic on board the Carpathia, according to a wireless message received here at 1:10 this afternoon. It came from Winfield Thompson, a Boston newspaperman, who is a passenger on the Franconia. He says that the Carpathia will reach here at 8 o'clock tomorrow night.

LONDON, April 17.—The rescue of Jacques Futrelle, the author, was announced by the White Star Line in a supplementary list of survivors issued here today. His wife was also saved. Miss Finney, second cabin, also appears on the new list. The name of C. M. Hays is missing.

CHESTER TO REACH THE CARPATHIA IN NEXT FEW HOURS

Scout Cruiser Salem Transmits Wireless
Message Here, Thus Establishing Chain
of Communication.

An unbroken chain of wireless communication between the steamship Carpathia, bearing the survivors of the lost Titanic, and the Navy Department, was established shortly before noon today.

The first official message coming through addressed to the Secretary of the Navy gave information that the scout cruiser Chester was about to pick up the Carpathia, and start the convoy to port. The message was received at the radio station at the Washington Navy Yard from the scout cruiser Salem, which is making good speed in a northeasterly course from Hampton Roads to pick up the Carpathia and the Chester.

The message gave the Salem's position at 8 a. m. today as 38 degrees 57 minutes north and 71 degrees 48 minutes west. Weather calm and overcast.

This was followed by a message to the President, which dispelled all hope that Major Archibald Butt had been saved.

"Have communicated with Carpathia; she states that list of first and second class passengers and crew saved, sent to shore; Chester will relay list of third class passengers when convenient to Carpathia. DECKER."

TO TRANSMIT ALL MESSAGES HERE.

All messages to the Navy Department will be transmitted from the Chester to the Salem, to the Washington Navy Radio Station, to the Division of Communications.

(Continued on Third Page.)

WEATHER REPORT.

FORECAST FOR THE DISTRICT.
Rain this afternoon and tonight,
cooler tonight. Thursday rain, followed
by clearing and colder.

TEMPERATURE.			
U. S. BUREAU.		AFFLECK'S.	
8 a. m.	65	8 a. m.	68
9 a. m.	64	9 a. m.	70
10 a. m.	63	10 a. m.	70
11 a. m.	63	11 a. m.	70
12 noon	60	12 noon	68
1 p. m.	59	1 p. m.	64
2 p. m.	58	2 p. m.	62

TIDE TABLE.
Today—High tide, 7:46 a. m. and 5:17
p. m.; low tide, 1:51 a. m. and 2:57 p. m.
Tomorrow—High tide, 8:28 a. m. and
5:58 p. m.; low tide, 2:29 a. m. and 3:10
p. m.

SUN TABLE.
Sun rises..... 5:21 Sun sets..... 8:28

IN CONGRESS TODAY

SENATE.
Senate met at 2 o'clock.
Secretary Wilson talks about beet sugar
business before Finance Committee.
Senator Shively looking into legislation
to prevent marine disasters.
Secretary Fisher before the Public
Land Committee.
Foreign Relations Committee meets.
HOUSE.
House met at noon.
Routine bills on the Wednesday calendar
were considered.
Congressman Cline introduced a bill to
prohibit ships without adequate life-
boats from leaving American ports.
Congressman Calder introduced a bill
asking an international conference to
agree upon uniform steamboat in-
spection laws.
The Committee on Agriculture reported
bill to prohibit gambling in cotton and
grain futures.