

"No Real Evening Newspaper Can Be Without UNITED PRESS News Service" --Editor New York Evening Mail

THE UNITED PRESS

IS NOW RECOGNIZED AS THE FOREMOST NEWS-GATHERING ORGANIZATION FOR EVENING NEWSPAPERS IN THE COUNTRY



The United Press News Service Means "TODAY'S NEWS TODAY"



The United Press

WAS "PREPARED" FOR THE MEXICAN CRISIS



The United Press

IS THE ONLY NEWS-GATHERING ORGANIZATION THAT

Serves Evening Newspapers Exclusively

NO UP-TO-THE-MINUTE AFTERNOON PAPER CAN AFFORD TO BE WITHOUT UNITED PRESS SERVICE

I have always been a booster for the U. P. Now that we have it on The Evening Mail I am a stronger booster than ever. I don't see how anyone can get out a real evening newspaper without it.

Frank Parker Stockbridge.

This Newspaper Uses the United Press Because it is the Fastest and Most Reliable News Service in the World

Notable United Press Beats

IN ITS NEWS-HANDLING policy, the distinctive features of the UNITED PRESS service have always been: First, ACCURACY; second, CONCISENESS; third, SPEED—All essential in the afternoon newspaper-making.

In the development of HUMAN INTEREST quality in the day's news the UNITED PRESS has led all other news agencies, and this element has helped to popularize UNITED PRESS news with both editors and newspaper readers.

The logical result of the consistent application of UNITED PRESS methods has been the achievement of many famous news "beats" and "scoops" which have made capital for United Press patrons.

Shooting of President McKinley.
Death of President McKinley.
Conviction of Dreyfus.
Assassination of Governor Goebel of Kentucky.
The Iriquois Theater fire.
Death of Queen Victoria.
Assassination of King Alexander and Queen Draga.
Sinking of the French liner Burgoyne.
Death of Mark Hanna.
Signing of the Portsmouth Peace Treaty between Japan and Russia.
Attempted assassination of King and Queen of Spain.
Messina earthquake.
Capture of Constantinople by Young Turks.
Death of E. H. Harriman.
Federal court decision dissolving Standard Oil.
First interview with Col. Roosevelt after he left the jungle.
Jeffries' defeat by Jack Johnson at Reno.
Attempted assassination of Mayor Gaynor of New York.
The Collinwood school fire.
The New York Triangle shirtwaist factory fire.
Austin (Pennsylvania) flood.
Premier Stolypin's death.
Operating last wire out of San Francisco and earthquake story.

Disagreement of the first Thaw jury.
Abrogation Russo-American treaty.
Loss of the Titanic.
Omaha cyclone—clean 12 hours' scoop on details, U. P. having only wire working into the stricken city.
Dayton flood—U. P. having first staff correspondence story from the scene.
Two weeks' beat on J. P. Morgan's fatal illness.
Killing of Champion Luther McCarthy at Calgary.
Mayor Gaynor's death on S.S. Baltic.
Harry Thaw's deportation from Canada.
Landing of American troops at Vera Cruz.
Declaration of war by France, Germany and England.
Death of Pope Pius X.
Fall of Lemberg.
Conviction of Sarajevo of assassination of the Archduke Francis Ferdinand of Austria.
Interview with crown prince of Germany, detailing German position in the world war.
Interview with Grand Admiral von Tirpitz, predicting Germany's submarine campaign.
Interview with Count Zeppelin, summing up his aerial campaign.

Interviews with Lord Fisher, Lord Northcliffe, Premier Viviani, Premier Briand, Enver Pasha, King of Greece, Bulgarian prime minister, the crown prince of Serbia, prime minister of Serbia, Winston Churchill, Lord Chas. Beresford, and other commanding figures in the world war.
Exclusive descriptive story of Zepelin raid on Trafalgar Square and the heart of London.
Battle of Mount Loween for mastery of Adriatic. First intimation Montenegro in severe straits. Surrender soon followed.
Administration admission preparedness plans have to be modified.
Exclusive cablegram from German chancellor on kaiser's condition.
Beat on revision of terms on which Lusitania incident based.
Interview with Admiral Von Holtzendorfer, pointing out impossible to blockade Germany.
Clean beat on all details of arrival of British liner Appan at Norfolk in command of German prize crew.
Exclusive story of battle between British steamer Woodfield and a submarine, on which Germany's new submarine order was based.
Beat all competitors in quick, accurate reporting of President Wilson's speeches on recent tour.

THE UNITED PRESS

NOW NUMBERS AMONG ITS CLIENTS THE

Greatest Evening Newspapers

PUBLISHED IN THIS COUNTRY



The United Press

IS THE MOST ENTERPRISING NEWS SERVICE IN THE COUNTRY TODAY—

Has More Evening Newspaper Clients than Any Other News Agency in the World



Newspapers

THAT FORMERLY DEPEND UPON OTHER AGENCY PRESS DISPATCHES ARE NOW CLIENTS OF THE United Press

BECAUSE THEY REALIZE THE SUPREMACY OF UNITED PRESS SERVICE AMERICAN TRAINED NEWSPAPERMEN WRITE FIRST HAND FACTS ABOUT THE GREATEST OF WARS FOR THE UNITED PRESS

The Observer Has Used United Press Telegraphic Service for the Past Three Years