

Board by Comfortable

American's Returns Sent 200 Miles by Wireless Telephone

This Newspaper First to Use New De Forest Method for This Purpose.

In a corner of the New York American's office last night stood a deep, semi-circular desk. Upon that desk an orderly array of papers, tables, lists and forms were piled. Over these sheets, wholly oblivious of all the turmoil and furor around them, sat a half dozen young men who worked like silent dynamos—unceasingly and methodically, like well-oiled machines, without a pause.

From that desk was swung a circle—a nebulous circle of 400 miles diameter, and through that circle were shot thousands of waves laden with the news of the election. Within that great circle hundreds of thousands of people stood watching the figures from the hotly-contested States of Ohio, Indiana, New York, the Dakotas, Illinois and so on.

WAVES FLASH NEWS.

Over their heads, reaching from that droning desk in the New York American's office to the white bulletin boards on which their eyes were fastened, a vast network of electrical waves were meshing and passing. On these unseen waves the news they sought was carried.

From the deep semi-circular desk the news had been flung by telephone to the De Forest Wireless Telephone Laboratories at Highbridge on the Harlem River. Up in the De Forest tower sat Walter Schare, an unassuming chap, who listened through a receiver clamped to his ear.

At Share's hand lay the wireless telephone transmitter key. As he heard the news from the seventh floor of the great red building near Brooklyn Bridge he snapped it forth to 8,000 amateur wireless operators within that great 400-mile circle.

Between the bulletins, music was sent through the clouds. The crowds heard "The Star Spangled Banner," "Dixie," "Columbia, the Gem of the Ocean," "America," "Maryland," "Yankee Doodle" and all the other anthems, songs and hymns that Americans love.

Thus, through the clouds, was hurled the news of the night. To tossing ships beyond the bay, beyond the end of Long Island, across the northern tier of New Jersey, far up the rolling Hudson, leaping far above the rugged pallsades, topping the crests of the Catskill foothills and charging above the glowing towns and villages, farms and valleys swept the news.

It was the first time in the history of this wonderful world of ours that such a thing could be done. For the first time the wireless telephone had been demonstrated as a practical, serviceable carrier of election news and comment.

As you saw and heard, so did the millions that surged through the streets of the great city and jammed 150 of the great theatres within its limits.

In 180 places in Greater New York the New York American fed the throngs with the news. Four huge motion picture screens had been erected in Manhattan. One was stretched in the Bronx, at One Hundred and Forty-eighth street Willis and Third avenues. Another was raised at Montague and Court streets, Brooklyn.

ELECTRIC SIGNS BLAZE.

Over the heads of the shifting throngs in Long Acre Square there burned the electric sign board on top of the Godfrey building at Seventh avenue and Forty-seventh street. Of itself it told the story to a million persons. A similar frame of fire blurted forth the returns above Military Square in Newark. These two powerful signs told the story in brief bulletins, fiercely as only fire can and accurately, as marks the news of the New York American.

In every splendid theatre and restaurant between Twenty-third street and Seventy-second, the New York American bulletins were received. The returns were read from the stage at the Shubert Theatre, the Winter Garden, the Astor Theatre, the Forty-fourth Street Theatre, the Thirty-ninth Street, the Lyric, the Maxine Elliot, the Booth, the Little Theatre, the Prince, the Palace, the Alhambra, the Broadway, Ziegfeld's Follies, Castles in the Air, the Rialto, the Strand, the Globe, the Palace Theatre in Third avenue, the Eighth Avenue Theatre, the Fourteenth Street Theatre, the Jefferson, the North Star, the Lincoln, the Regent, the Hamilton, the Spooner, the Empire at One Hundred and Sixty-first street, the Prospect, the Royal; and, in Brooklyn, Keeney's Theatre, the Prospect, the Orpheum, the Fox Theatre, the Bushwick, the Greenpoint, the Gotham, the Flatbush, the Lee Avenue Theatre and the Ritz.

Upon the screens in nearly one hundred cinematograph theatres the re-

turns were flashed. Manhattan, the Bronx, Brooklyn, Staten Island, Queens, Jersey City and Hoboken audiences received the figures, and the theatres did a record breaking business.

In the lobbies of the following great hotels, too, were the New York American's figures posted that the crowds might know how the tide was running: The St. Regis, the Waldorf-Astoria, the McAlpin, the Claridge, the Knickerbocker, the Manhattan, the Cumberland, the Empire, the Netherlands, the Wallick, the Woodward, the Great Northern, the Navarre, the Walcott, the Ritz-Carlton and the Vanderbilt.

Always were there shifting thousands watching other great bulletin boards on which, between returns, the splendid motion pictures of the International Film Service were shown.

BAZAAR CROWDS SERVED.

These high screens were erected in City Hall Park, in Columbus Circle, at Seventh avenue and One Hundred and Twenty-fifth street and in the Sixty-ninth Regiment Armory, where that gallant command is holding its splendid bazaar. At the latter place the crowds were huge. They cheered the figures frantically.

The New York American's effort to spread the news to all within 200 miles of its office was unprecedented in its efficiency, its success, its magnitude and its unerring accuracy.

It was a stupendous effort, but the thousands of messages of thanks received amply paid for the weary strain and the night-long grind.

American's Huge Sign Blazons News.

Like a hand of fire writing in the skies that all the great city might read, it burned. Twenty-five stories high, on the roof of the Godfrey building, Forty-ninth street and Seventh avenue, the New York American's new electric sign flashed the returns. The sign is sixty-four feet wide and twenty-five feet high.

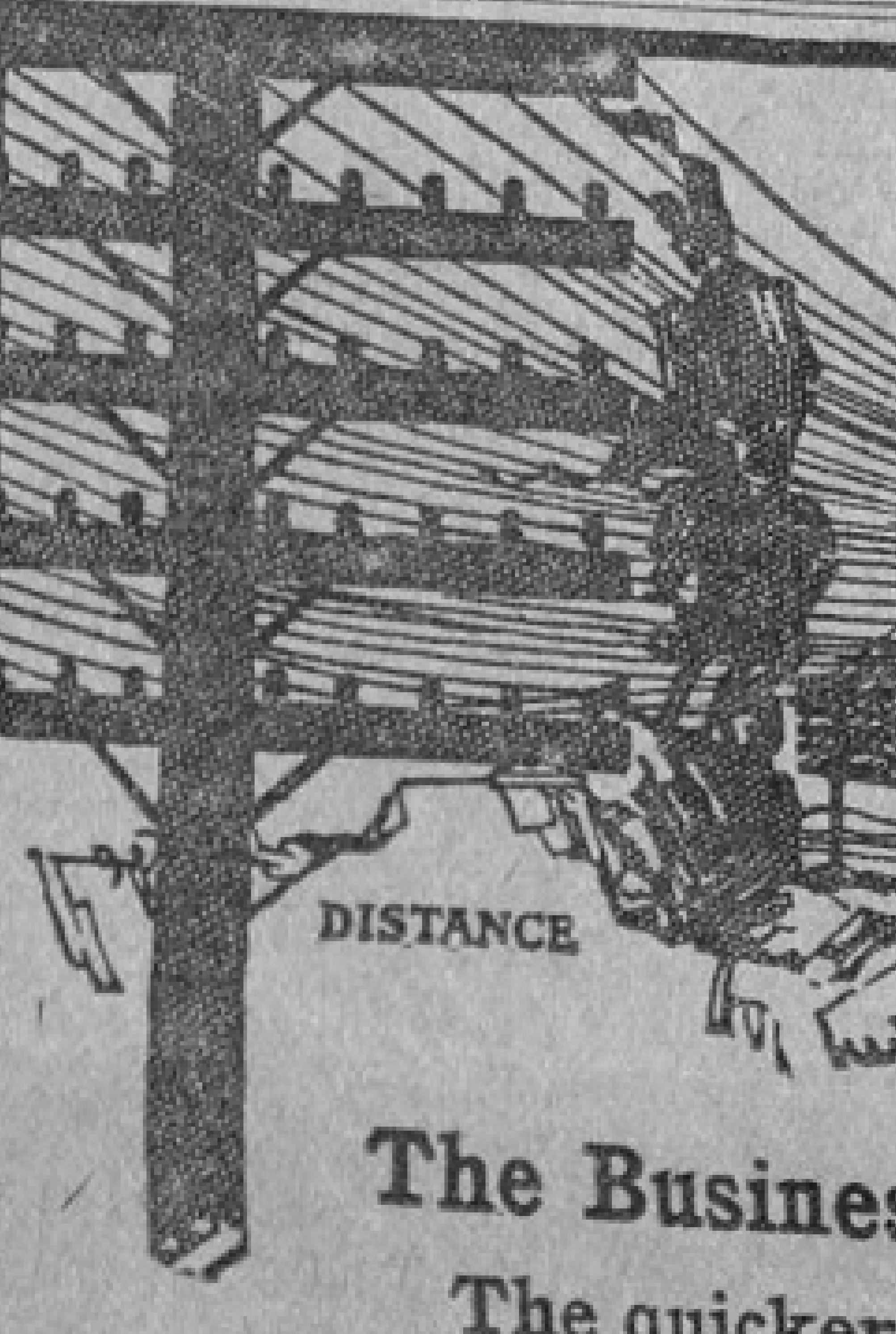
Erected and operated by the Electrical Talking Sign Company, the great board, with its 4,500 lamps and 5,400 contacts, spelled the news out in the blackness of the night. And hundreds of thousands of surging, pushing, jostling people read and applauded.

There was no other sign; no other bulletin over the heart of Manhattan. The police had forbidden the signs because they feared the streets, undermined by the subway excavations, would fall under the strain of standing multitudes.

But thus, in the very centre of New York, the New York American had solved the riddle; had spread forth the news in four-foot letters.

Now Hughes appeared to be the victor and the throngs roared in approval. Now the tide was turned to Woodrow Wilson, and from that vast stretch of upturned faces there came a cry of thanks. Silently, never ceasing, the big sign uttered its messages. Into the canyon of Broadway it burned and down the wide valley of Fifth avenue it blazed. From river to river the high clusters of lights flung their messages. Nothing was omitted. All was told clearly, concisely, precisely.

New York's great floating population—the travellers, the buyers, the salesmen, the pleasure seekers, the students and the wanderers—saw what their home folk were doing;



The Business The quicker, more profitable