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and Sun-Telegram
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guaranteed by the Association.**

T. H. G.
Secretary.

TWINKLES

Diffidence.
"So you are opposed to an income
tax?"

"I am," answered Mr. Kiteley. "I
wouldn't mind confessing my income to
an assessor, but I'd hate to be over-
heard by my creditors."

"Of co'se," said Uncle Eben, "dar
ain't no chance of me goin' out wif a
gun an' 'stingin' myself by knockin'
over big game. But I does feel
sumpin' like a hero when I invites
Sunday company an' kill a couple o'
chickens for dinner."

Unlimited Caution.

The wise man thinks before he speaks
And then he thinks and speaks again
That's why it takes so many weeks
To put a tariff schedule through!

Dodging Responsibility.

"Why should a man pay rent when
he can own his own home?" said the
thrifty citizen.

"I don't know," answered Mr. Meek-
ton, "unless it's because you'd rather
have your wife speak her mind to the
landlord than to you when the place
gets run down."

Imagination.

"Don't you think that writer has a
remarkable imagination?"

"He has," answered Miss Cayenne,
"if he imagined that many people are
going to read what he publishes."

The Eternal Ego.

My neighbors when they mow the lawn
Inufferable din create;
They start the row at early dawn
And then repeat when day grows
late.

The instrument they use, I ween,
Is obsolete in its design;
Why can't they have a nice machine
That works in quietude, like mine?

Why do their hens all reckles stray
And leave my gardening a sight
While mine roam peacefully all day
And ne'er come 'round the place till
night?

Why do their phonographs project
Old melodies with rasping whine,
Instead of playing tunes select
In softened cadences, like mine?

Why do the neighbors paint each home
In such uncompromising hues?
Why do their children as they roam
With boisterous pranks themselves
amuse?

Why does each household that I see
Seems surely marked for swift de-
cline?

Why don't they all arrange to be
Neat and appropriate, like mine?

Items Gathered in From Far and Near

More Daylight.

From the New York Tribune.—
Much can be said in favor of the pro-
position made by Commander Hayden,
U. S. N., that government employees
in Washington begin and end their
work an hour earlier in summer than
at other seasons, and thus secure a
larger share of daylight for open air
diversions. With the object of facil-
itating and encouraging healthful re-
creation a bill has been introduced in
the British parliament providing that
all clocks shall be set ahead on fixed
dates in the spring and set back again.
To that method of reaching the re-
sult there are objections, from most
of which Commander Hayden's plan
which could be put into operation by
an executive order, is free.

The Perfect City.

From the Jacksonville Times-Union.—
—America is only beginning to appre-
ciate at its proper value the foresight
of Washington in preparing plans
prescribing the growth of the capital
of the United States and the supreme
foe of those who, in times not long
past, would have neglected those
plans for regulations that looked no
farther than the present needs. To do
honor to Maj. L'Enfant is to recall the
services rendered by this French en-
gineer who was so far ahead of his
time that we are only beginning to
tear aroar of him now—who was
placed where he could serve the peo-
ple and demonstrate the laws of
science as applied to human life on a
large scale.

THE STORY OF THE PALLADIUM

Its Progress and its Policy

II.

JANUARY 1906

However uneventful the New Years day of 1906, it marked the transfer of the paper to its present owners. We have already said that the town had no real newspaper befitting the town. The Palladium itself was the worst of the three. It was a small six column, eight page paper issued in the morning from a ramshackle establishment with an inferior and antiquated equipment.

A Richmond humorist had just won a prize from Life, the humorous weekly, in which he described the paper as undoubtedly the worst newspaper in the country.

The only thing in sound repair was the name—The Palladium.

Every thing else was missing—advertising and subscribers with the exception of some five hundred of the faithful and charitable citizens who had probably forgotten to stop it.

The item and the Sun-Telegram were pursuing a sleepy existence. Although they were the leaders in the town they were not advancing. They were about equal in most considerations and had a stationary attitude toward business—neither were branching out.

THE NEW PALLADIUM

The transaction on the uneventful New Year's day was simply preparatory for better newspapers for the town.

Inside of three months The Palladium had removed from the worn-out plant in the unprepossessing building and had dispensed with the relics of bygone machinery. It was established in its present quarters in the Masonic Temple where it had room for expansion. Its equipment comprised a twelve page Hoe press and two linotypes besides entirely new and modern appliances for the newspaper plant of the present day.

The circulation at that time was about 500 daily.

In four months it had 2,500 subscribers.

The increase was due to the favorable comment of subscribers. It was found that once the people took the Palladium they were well pleased and so premiums and contests were used to induce people to give it a trial. But as evidence that the news service was not sacrificed by the expenditure of money for premiums and contests, it is noteworthy that the circulation became permanent.

And as still further evidence of what the paper kept doing to its news department, and still continues to do, we state, that from that day to this it has never had a setback in advancing in circulation.

THE FIGHT FOR CIRCULATION

Circulation is dependent largely on news service. Our steady growth has been due largely to an effective news service. The growth continued, so that by November of that year we had gained about another thousand—and by March, 1907 all the newspapers in town were about equal in circulation. No paper had a material lead over the other.

There followed the most critical period in the history of the Palladium. The expenses were far too great—the receipts were too small. It was a question whether to cut down the expense with the prospect of a crippled paper or to seek the key of the situation and surmount the difficulty.

There is no doubt that three first class newspapers cannot exist as a paying proposition in a town of this size. It was a question whether to try to fight it out over a period of years losing money in increasing our news service, without gaining an equivalent amount of circulation. We decided to go at once to the idea we had in making our paper a first class newspaper. This made it necessary to remove the obstruction. It was a case of spending money in competing with the Sun-Telegram at increased expense over a long period or in spending the money in a lump and removing it, leaving a normal field for successful operation.

First Christian—Corner Tenth and South A streets. Samuel W. Traum, pastor. Bible school 9:05 a. m.; Prof. A. M. Charles, superintendent; meeting for worship 10:30 a. m.; Christian Endeavor 6:30 p. m. All are cordially invited to attend any or all of these services.

United Brethren—Corner of Eleventh and North B streets. M. Hobson, pastor. Preaching at 10:30 a. m. and 7:30 p. m. Morning subject: "Without Money and Without Price." Sunday school at 9:30 a. m.; Y. P. C. U. at 6:45 p. m. All are cordially invited.

First Christian—Corner Tenth and South A streets. Samuel W. Traum, pastor. Bible school 9:05 a. m.; Prof. A. M. Charles, superintendent; meeting for worship 10:30 a. m.; Junior league 2:30 p. m.; Epworth league 6:30 p. m.; evening sermon 7:30. You are invited.

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South Eighth Street Friends—H. R. Keates, pastor. 9 a. m. Bible school, 10:30 a. m. meeting for worship; 6:30 p. m. Young People's meeting. A cordial invitation is extended to all, especially to any who may be without local church membership.

Reid Memorial—Corner Eleventh and North A streets. Rev. S. R. Lyons, pastor. Preaching by the pastor at 10:30 a. m. and 7:30 p. m.; Sabbath school, 9:15 a. m.; Christian Union, 6:30 p. m.

St. Andrew's Catholic—Fifth and South C streets. Mass at 7:30; High Mass and sermons at 9:45; Vespers, sermon and benediction at 3 o'clock. Rev. Frank A. Roell, rector, Rev. H. J. Gadlage, assistant.

St. Mary's Catholic—Masses every Sunday at 8 and 9 o'clock and High Mass and sermons at 10:30; Vespers and benediction every Sunday at 3 p. m. Rev. J. F. Mattingly, rector, Rev. Thomas A. Hoffman, assistant.

The Salvation Army—Meetings will be held in our hall, 402 Main street, at 3 and 8 p. m. At the evening service men that have been saved from drink and other evils will speak of their past lives. One of them was known as Wild Bill, but now a good citizen. The other, Amos Gray, says before he was converted he would rather fight a man than eat. Bro. Gray was recently converted in the Salvation Army in this city. Every house welcome. Children's services at 10:30 a. m.

The one great lesson that Christ in the topical reference teaches us is that of God's watchful care over His people. It is a lesson on divine providence taught by the care which God takes of these lower forms of creation, which are as nothing when compared in value and in importance to man, who was created in God's own image and still retains it, though marred more or less by sin.

1. Christ teaches us a lesson on God's providential care over us through the birds: "Consider the ravens, for they neither sow nor reap, which neither have storehouse nor barn, and God feedeth them. How easy is it for God to provide for them. Consider the lilies, how they grow: they neither toil nor spin; but your heavenly Father feedeth them. How easy is it for God to provide for them."

2. Christ teaches us a lesson on God's providential care over us through the birds: "Consider the lilies, how they grow: they neither toil nor spin; but your heavenly Father feedeth them. How easy is it for God to provide for them."

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