

The Richmond Palladium

— and Sun-Telegram

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No. 100
Secretary.

TWINKLES

A Suitable Vehicle.

"The ice man left a lump of ice a quarter of an hour ago," said the new servant. "What shall I use to carry it to the refrigerator?"

"A quarter of an hour ago," echoed the housewife wearily. "You'd better take a sponge."

Consistent Self-Interest.

"So you saved Mr. Kermudge from drowning?"

"Yes."

"Was he grateful?"

"Not at all. He claimed a half interest in the hero medal because of his presence of mind in hollering for help."

A Doomed Profession.

A fashion swiftly has its day. The hats which suit a lady's taste unto still bigger ones give way. And these by larger are replaced. Ere long in sorrow and neglect.

The milliner must stand aloof. While madam calls an architect. To fit her in a mansard roof.

Occurrences of Real Sport.

"I don't seem to be getting my money's worth out of my motor car," said Mr. Chuggins. "I wonder what I can do to get a little more real sport out of it."

"My suggestion," replied Miss Cayenne, "would be to persuade your chauffeur to take you along on a joy ride."

Unrest.

"Never allow yourself to some to a standstill," said the energetic citizen. "Keep moving."

"I do," answered Mr. Meekton wearily. "We have a new landlord every six months."

Wild Blooming.

The petals on the forest flower That lightly trembles in the shade Share to their fill the sun and shower And leave no memory when they fade.

Like smiles that shine and die away, Like songs that are so soon forgot, They greet us, innocently gay, Unfit for a more glorious lot.

No clustering fruit will proudly tell An autumn tale of hours well spent. And yet Dame Nature loves them well, They live their lives. She is content.

Items Gathered in From Far and Near

SEEING THE PACIFIC SLOPE.

From the New York Evening Post.

One of the advantages resulting from the exhibitions held in ambitious Pacific coast cities—the latest being the Alaska-Yukon-Pacific exposition at Seattle, which begins on the first of June—is that the wondrous sights, combined with reductions in railway fares, tempt thousands to cross the Rocky mountains for the first time to see whether there is any basis for the cry, "Why go to Europe?" Has not our country scenic features grander even than those that are to be seen on the other side of the Atlantic? Should we not, before going abroad the fifth or tenth time, see something of our native land, so that we can tell inquisitive foreigners about it and aid Karl Baedeker in his efforts to divert part of the European tourist stream to our own shores?

NO FIVE-CENT ICE.

From the New York World.

Meanness that defeats itself, greed that lessens what it grasps, is shown in the refusal of the ice trust to sell five-cent lumps of ice. The refusal is cruel and it is bad business. The argument of cruelty may not appeal to ice trust magnates. It is nothing to them that the food of the poor, bought at prices outrageously raised by the operations of other distributing trusts may be spoiled for lack of ice, and that ailing mothers and sick babies may lack some comforts which custom and city conditions have made necessities. But the business argument ought to have weight.

GOV. HUGHES.

From the Baltimore Sun.

The state of New York is most fortunate in having for its chief execu-

THE STORY OF THE PALLADIUM

Its Progress and its Policy

III.

A REAL NEWSPAPER

After buying the Sun-Telegram we went ahead on the idea of making a real newspaper. The difference between a real newspaper and a "front page" paper is great. It is the difference between a paper with news on every page and the paper with news on one page. The latter crowds all its limited news on the front page for display and fills up the rest of the paper with plate matter.

People do not read a paper clear through unless there is news on every page. So we have made it our policy to put news on every page so that the newspaper is readable throughout. Having bought a third linotype, (unusual in a town of this size) we were able to handle an increased news service of 50 per cent.

NEWS SERVICE AND ADVERTISING

The relation between news service and advertising is an equal ratio. News service means circulation. Circulation means advertising value. But beside this, there is another consideration.

What is the use of advertising in a paper (no matter what the circulation) if the advertisements are buried in an uninteresting page? How many people will stop to glance at a page and thereby read the advertisements, if they see on that page a dreary waste of uninteresting reading matter? There you have another instance of the value of the news service extending throughout the paper on every page—every advertisement is in a position to be read. After that the value of an advertisement depends strictly on the skill of the advertiser and on the value of his goods as they are put before the people.

Therefore, no matter what the actual number of the pages, and no matter what its circulation, the factor of percentage of news matter per page, means the effectiveness of the advertisement. News matter gives advertising value to a newspaper. And this is so, because the more intelligent and the more interested people are the ones who are most easily reached by a well-written advertisement. That is the superiority of newspaper advertising over bill board advertising—you get the cream of the buyers.

Up to this time the advertising had been considered by the merchants as "so much space in the newspaper"—only as a number of inches. The papers before this time were content to look at it in this way. They did not even have an established set of rates. They had a different scale of advertising rates to fit the situation of each merchant.

Now, if you will think it over, you will see that an advertisement which is read, is the only sort of advertisement that is effective. The more people who read it, the more valuable that advertisement is.

We caused our readers to read the advertisements in all parts of the paper by putting news on all the pages and we had increased our circulation so that more people read the advertisements.

WHO SHOULD PAY?

Now, who should pay for the increased efficiency of the paper? The people, the owners of the newspaper or the merchants? Obviously the one most benefited by the increased efficiency, is the merchant. He therefore ought to pay for circulation and position in the paper.

But he had never thought of it in that way.

It was new. It made no difference to him that this is the theory that all the largest papers and advertisers work on. He could not see that to pay the same price or a far less price for space in a small "front page paper" was not only an absolute injustice to the other newspaper which gave good service, but that it was an injustice to himself. He does not get his money's worth when he patronizes the small newspaper and he is cutting into the very source which is trying to co-operate with him.

But that as it may. We increased our rates and determined that we would offer no cut rates. A number of merchants did not take kindly to this, very humanly.

THE BATTLE FOR RATES

It took them some time to see the logic of our argument. Even when they saw the logic of it they stayed out of the paper to try to see if we would surrender. And so the Palladium fought the battle of advertising rates in this town. Our competitors have followed in the wake and when the battle is fought have invariably come in to reap the benefits which they were not responsible for.

Almost every merchant and advertiser today in this vicinity has acknowledged that we were right. As a proof of it, look at the advertising in the paper today.

WE WON

We asserted ourselves in the making of a real newspaper. We gave to our subscribers a paper which is readable throughout. We gained our circulation.

To our advertisers we have given increased value of newspaper space and increased circulation.

This was another step in making a real newspaper.

LITERARY WORLD

Coincident with the retirement of Dr. Elliot from the presidency of Harvard University, Houghton Mifflin company are publishing a notable little book by Dr. Eugen Kuehne, professor of philosophy in the University of Breslau, on "Charles W. Elliot, president of Harvard University, May 19, 1889—May 19, 1900." His study of Dr. Elliot's work is marked by the thoroughness of plan and detail that characterize the work of German scholars.

The first chapter describes in brief the college at the time of Dr. Elliot's inauguration and then follows an account of the expansion of the elective system in college development, and of the growth of the professional schools into branches of the first real university in America. Professor Kuehne then takes up Dr. Elliot's educational and social philosophy, his life, public activities and personality.

Although much has been published during the last few months on Dr. Elliot and his work, it has been of a journalistic character and one has undertaken to put into book form a thoughtful, careful and dispassionate study of the influence of Harvard's great president on American education.

Professor Kuehne has been for two terms exchange professor at Harvard, as arranged for by Emperor William, and therefore his point of view is especially interesting.

OUR MANLY TRAINING OF GIRLS.

Our training of girls approaches close to the idiotic, claims Katharine Eggleston in Woman's Home Companion for June. The average girl, from the minute she leaves her dolls to go to kindergarten, till she matriculates at college, is told about men and men's work—never about women. The kindergarten songs and tales are about Lincoln and Washington—and even the pictures of animals show the lion and the forget the horses. In older childhood she is taught to build sand forts instead of good old-fashioned mud pies, and even the sums in arithmetic dwell

on "Billy's" marbles and "John's" apples, to the total neglect of his sister.

Later still she goes to high school and learns history with all its ideals of brave men—and here again the woman's share of quiet courage is completely overshadowed. She learns carpentering, although she cannot cook an egg or sew a seam. And finally, her education finished, she knows all about the higher mathematics and is short-changed by the butcher. She learns political economy, but doesn't know who are the members of her own school board. Miss Eggleston's bright article concludes:

"If your boy wanted to be a lawyer and a neighbor told you to put him to work in a carpenter's shop by way of preparation, you would think your neighbor crazy. But you do not consider yourself crazy when you train your daughter, who is to be a wife and mother (and nothing can get away from the grim statistics that women do marry, despite economic independence, the higher education, and all other arguments in favor of co-education,) precisely as you train your son, who will enter some profession or trade, there to first earn his own living, and then to provide a family yet unborn. The one to bear the family and to rear it, the other to provide shelter and comfort for the mother of that family, and yet both trained precisely in the same way."

WHAT BANKS FEAR THE MOST.

What banks fear is not so much a burglar gaining access to their premises by forcing doors, but by tunneling and other equally cunning and daring methods. A few years ago a cashier in one of the national banks of the United States, in New Mexico, was busy at work one evening in the office when his quick ear detected some curious sounds. They seemed to proceed from a subterranean region; and he was not long in concluding that robbers must be tunneling from an adjoining building to the vault in the bank.

Guards were immediately posted in and around the building. Soon they observed the masonry of the bank to be giving away. Meantime the robbers appeared to be hard at work and quite unaware that they were being watched.

At one time in the morning a Mexican volunteered to descend into the bank cellar so as to discover the actual situation.

Scarcely had he gone a few steps down the stairs than he met someone coming up. The Mexican fired without saying a word, and shot the man dead.

It was observed that he was one of the masons who had built the bank, and therefore was acquainted with its vulnerable points.

The report of firearms alarmed his accomplices, for they fled, and escaped.

The tunnel gave evidence of long and patient work on the part of the would-be thieves.

It was sixty feet in length, constructed on scientific principles, contained provisions, water and a full outfit of mining tools, and must have been three months in operation.

The robbery appeared to be planned for the time of the month when the bank received large remittances of currency and coin. From "The Romance of Strong Rooms," in the June Strand.

This is as far as the program goes, but it is intimated that the ships will remain at sea, in home waters, of course, until far into the Autumn, in order to prove their seaworthiness. It is not yet definitely settled whether the torpedo flotilla will accompany the battleships on its cruise to the South, but it is believed the general board will recommend that the two types of vessels drill in company for the betterment of both.

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