

The Richmond Palladium

Published and owned by the
PALLADIUM PRINTING CO.
Entered 1 day each week, evenings and
Sunday morning.
Office—Corner North 8th and A streets.
Phone 1151.
RICHMOND, INDIANA.

Editor: G. L. Loebe... Managing Editor:
Charles M. Morgan... Business Manager:
W. E. Poundstone... News Editor:

SUBSCRIPTION TERMS.
In Richmond \$5.00 per year (in ad-
vance) or 10c per week.

MAIL SUBSCRIPTIONS.
One year, in advance \$10.00
Six months, in advance \$5.00
Three months, in advance \$2.50

RURAL ROUTES.
One year, in advance \$10.00
Six months, in advance \$5.00
Three months, in advance \$2.50

Address changed as often as desired;
both new and old addresses must be
given.

Subscribers will please remit with
order, which should be made for a
specified term; name will not be enter-
ed until payment is received.

Entered at Richmond, Indiana, post-
office as second class mail matter.

The Association of American
Advertisers (New York City) has
examined and certified to the circulation
of this publication. Only the figures of
circulation contained in its report are
authorized by the Association.
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 in-
terest 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.

Occasions 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 Cay-
enne, "would be to persuade your
chauffeur to take you along on a joy
ride."

Unrest.

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

"I do," answered Mr. Meekton weari-
ly. "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 exhibition 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 tell
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 ar-
gument 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
all 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 for-
tunate 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 circula-
tion) if the advertisements are buried in an uninteresting page? How
many people will stop to glance at a page and thereby read the advertise-
ments, if they see on that page a dreary waste of uninteresting reading
matter? There you have another instance of the value of the news ser-
vice extending throughout the paper on every page—every advertisement
is in a position to be read. After that the value of an advertisement de-
pends 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 intel-
ligent 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.

THE VALUE OF NEWSPAPERS

Newspaper space is therefore valuable in so far as the space is effec-
tive, which means news service, and in so far as the number of people who
are reached, which means circulation.

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 circula-
tion 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 there-
fore 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 pa-
per" 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.

Be 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 ac-
knowledgeed that we were right. As a proof of it, look at the advertising
in the paper today.

WE WON

So 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 Har-
vard University, Houghton Mifflin
company are publishing a notable lit-
tle book by Dr. Eugen Kuehnemann,
professor of philosophy in the Uni-
versity of Breslau, on "Charles W. Elliot,
president of Harvard University, May
19, 1890—May 19, 1909." 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 ac-
count 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
Kuehnemann 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. El-
iot and his work, it has been of a
journalistic character and no one has
undertaken to put into book form a
thoughtful, careful and dispassionate
study of the influence of Harvard's
great president on American educa-
tion. Professor Kuehnemann has
been for two terms exchange profes-
sor 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 Compan-
ion 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
forget the lioness. In older childhood
she is taught to build sand forts in-
stead of good old-fashioned mud pies,
and even the same in arithmetic dwell

BUFFALO IS KILLED

Nairobi, British East Africa, May 22

—The Roosevelt expedition today kept
up a hunt for buffalo on the Nairobi
river and Mr. Roosevelt and his son
Kermit succeeded in bringing down
their third animal of this kind. A
bull buffalo wounded by the hunters
yesterday, fled into the swamps where
he was finally killed.

on "Billy's" marbles and "John's" ap-
ples, 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 wo-
man's share of quiet courage is com-
pletely overshadowed. She learns car-
pentering, 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 con-
sider 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 independ-
ence, the higher education, and all
other arguments in favor of co-educa-
tion,) precisely as you train your son,
who will enter some profession or
trade, there to first earn his own liv-
ing, 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 pre-
cisely in the same way."

WHAT BANKS FEAR THE MOST.

What banks fear is not so much a
burglar gaining access to their prom-
ises by forcing doors, but by tunnel-
ing and other equally cunning and dan-
gerous methods. A few years ago a cas-
hier 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 pro-
ceed 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 sit-
uation. Scarcely had he gone a few
paces 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 ac-
quainted 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.

**FLEET MANEUVERS
FOR SUMMER TIME**

It Contemplates a Most Elab-
orate System of Drills
For Ships.

MEET AT HAMPTON ROADS

PRACTICES WILL BE CARRIED
OUT AS RIGOROUSLY AS IF THE
NATION WAS ENGAGED IN HOST-
ILITIES.

Washington, May 22.—Secretary
Meyer has approved the plans for
the summer maneuvers of the Atlantic
Fleet, and the program was offi-
cially made known today. It contem-
plates the most elaborate series of
drills and battle practices ever under-
taken by an American fleet, and these
drills and practices will be carried out
under conditions as closely resembling
war as they can be made. No at-
tempt will be made to seek smooth
seas when firing at the targets begins,
but rough water will be welcomed by
the gunners, for it will afford opportu-
nity to prove their marksmanship un-
der adverse conditions.

At Hampton Roads.

The ships will gather at Hampton
Roads June 15, or as soon thereafter
as possible. Three days later the fleet
will steam past the Capes and out to
sea, its destination being the southern
drill grounds. According to the pre-
sent plans there will be no target prac-
tice on this cruise, the time being given
over to maneuvering in fleet and
squadron formation and in practicing
with the boats and searchlights.

On June 24 the fleet will follow to
Hampton Roads, devoting the return-
ing day to coaling ships. June 29 will
see the fighting craft on their way
back to the southern drill grounds,
where it is probable that some prac-
tice with the big guns will be had,
and there will be further maneuver-
ing in battle formation. This work
will be brief, for on July 3 the fleet
will disperse for the celebration of in-
dependence day.

Will Hold Practice.

When the vessels reassemble it will
be at Provincetown, Mass. For nearly
a month the fleet will engage in
practice in these waters, cruising for
north in search of stiff weather. It
is the department's intention to try
the vessels out under all conditions,
and after the preliminary trials in
southern seas to test their mettle in
the stress of northern storms.
While at Provincetown it is expect-

— MONDAY —

Great Display of Ladies'

Kimonos

at this splendid store

See
Window
Stylish
Kimonos

MONDAY
Will be
Kimono
Day

Splendid
Showing
of
Pretty
KIMONOS

Always the Best, Prettiest, Most Stylish Kimono to be had

The People's Store.



DR. J. A. WALLS,
THE SPECIALIST
21 South Tenth St., Richmond, Ind.
Office days Monday, Tuesday, Friday and
Saturday of each week.

Consultation and one month's Treatment Free.
TREATS DISEASES OF THE THROAT, LUNGS,
KIDNEYS, LIVER AND BLADDER, RHEUMATISM,
DYSPEPSIA AND DISEASES OF THE BLOOD, Epilepsy (or falling fits), Cancer, Private and Nervous
Diseases, Female Diseases, Loss of Vitality from Indiscretions, Piles, Flatu-
lence, Ulcerations of the Rectum, without detention from business.
RUPTURE POSITIVELY CURED AND GUARANTEED.

A VALUABLE BOOK ON



FIRE INSURANCE FREE

THE HARTFORD FIRE INSURANCE CO.
does the largest fire insurance business in the United
States. During its successful life of 99 years it has
paid to its policy holders 125 million dollars. But
it has come to believe that it owes a broader duty to the public
than to merely furnish indemnity to its policy holders. It has
published a book

"Fire Prevention and Fire Insurance"
which has separate chapters for the householder, the merchant,
the manufacturer, showing each how the chances of fire may be
reduced in his particular kind of property. It tells how insurance
should be written and points out common errors to avoid. This
book ought to be in the hands of every property owner in
America. It may save you thousands of dollars, no matter in
what Company you may be insured. It is free if you will send
this Coupon.

THE HARTFORD FIRE INSURANCE CO.
Hartford, Conn.

Send me your booklet, "Fire Prevention and Fire Insurance."
Name _____
Address _____
For further information about this book inquire of the local Hartford agent
W. H. BRADLEY & SON

HUDEPOHL

BOTTLED BEER

Delivered to Your Home

1 Dozen Pints 50c 1 Dozen Quarts \$1.00

Louis B. Wrede

34 S. Sixth St. Phone 2066

Purest Wines and Liquors

FOR SALE
Small tract of land near the
city suitable and equipped
for gardening and chicken
raising.
W. H. BRADLEY & SON
1 and 3 Westcott Block

**3 PER CENT.
ON SAVINGS**

FIRST NATIONAL BANK