

**The Richmond Palladium**

— and Sun-Telegram —

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RICHMOND, INDIANA.

Rodolph G. Ladd... Managing Editor.  
Charles M. Morgan... Managing  
W. H. Foundation... News Editor.**SUBSCRIPTION TERMS.**In Richmond \$5.00 per year. (In ad-  
vance) or 10c per week.**MAIL SUBSCRIPTIONS.**One year, in advance \$5.00  
Six months, in advance 2.50  
One month, in advance .45**RURAL ROUTES.**One year, in advance \$2.00  
Six months, in advance 1.00  
One month, in advance .45Address changes as often as desired;  
both new and old addresses must be  
given.Subscribers will please remit with  
order for rural route, the name given for a  
specified term; name will not be entered  
until payment is received.Matered at Richmond, Indiana, post-  
office as second class mail matter.

The Association of American  
Advertisers (New York City) has  
concerned and entitled to the circulation  
of this publication. Only the figures of  
circulation contained in its report are  
presented by the Association.

No. 100 Secretary.

The farmer is wondering whether  
this wet May will be the beginning of  
a dry campaign like last year's.

Those papers which handle classi-  
fied ads may refuse to use any more  
stuff about the zefafaris and the  
giacutacut of the Roosevelt wireless  
service.

Now will come the Sugar Trust and  
prove an alibi. Injured innocence at  
home and abroad!

G. Bernard Shaw will now announce  
that he does not want to be buried in  
Westminster Abbey since the Dean of  
Westminster has said that there is no  
room in that hall of fame.

Says the New York Post: "Presi-  
dent Taft is trying to find out what  
the ultimate tariff consumer will get  
out of the new tariff law."

Why should there be any need for  
him to conduct a serious inquiry?

Ex-Governor Durbin shows by his  
recent letter that he is not content to  
let Beveridge be his own senator. The  
people of the state may be willing to  
put up with the slight delay that  
Beveridge is occasioning Mr. Aldrich  
in putting his views into operation.

**DURBIN AND BEVERIDGE**

It is said on good authority that  
the letter recently published in the  
Indianapolis Star from Ex-Governor  
Durbin was for the purpose of em-  
barassing Beveridge. The letter pur-  
ports to represent the business men  
of the state, advising the senator not  
to delay the tariff bill because it hurts  
business. This may or may not have  
been the purpose of Durbin—we hope  
not. At the same time there are  
some newspapers which are on the  
Aldrich side which are continually  
urging that the tariff be rushed  
through in a minute or two, although  
this tariff will, or ought to last for  
some years if it is properly constructed.  
These and other sources seem to  
be oblivious to the permanent damage  
which might be done to the trade and  
business of the country if it is done  
along the hasty get-it-over lines.

We prefer the Beveridge plan. It is  
better for the country and consequent-  
ly better for the party. And this is  
so, particularly in this state.

Any attempt to intimidate Bever-  
idge will fail. It should. He should  
be left free to accomplish what he can  
without being attacked in the rear  
and on the flank.

**SANITARY PRECAUTION**

So much attention has been paid to  
the typhoid question, as far as milk  
and water are concerned that there  
is reason to hope that the summer  
will show a slight mortality in that  
disease. The boiling of water is sim-  
ple enough and more and more people  
are becoming careful about drinking  
unboiled well water no matter how  
pure and sparkling it may look.

It seems strange that with a  
growing regard for the water itself  
there has not been an equal amount  
of care shown in the drinking cup  
prevention.

Especially is this true in the schools  
where hundreds of children, now that  
the warm days have come, rush dur-  
ing recess time to get a drink of water.  
The deposit from the mouths of  
the children on the cup, when studied  
by the authorities has demonstrated  
that all sorts of germs are present in  
quantities large enough to be danger-  
ous.

And to go farther on with the thing  
—how many people have ever watched  
straws in soda water establish-  
ments? Many of the druggists and  
other dispensers of the summer drinks  
have not availed themselves of the  
new methods of providing each person

**THE STORY OF THE PALLADIUM**

Its Progress and its Policy

IV.

**THE VALUE OF RURAL CIRCULATION**

We have already mentioned the ideal of a newspaper's mission that it should be a cohesive force. Instances of this are common enough in the town, but there is no place where better example can be seen than in the value to a town of a newspaper with an extensive rural circulation.

Do you ever think why you buy things at a certain place? Most people do not stop to think—they simply patronize without analysing the reasons. The commonest reason is that you know the proprietor of the business—you feel at home in his place of business, you are interested in his progress. And so what was once a mere personal preference becomes a habit. It is this phase of human thought which has given value to trade marks which are extensively advertised. The consumer has been made a friend of the product.

This is just as true in the relation of a town as a trading center, as it is of a merchant in his business. The mere reading of the news of a certain town and its vicinity day after day produces a subconscious acquaintanceship with the town and its people. To know the daily round of events and to become interested in the progress of a town means eventually that the interest will manifest itself in trade.

This is what rural circulation on the part of the newspaper does for both town and country. It brings them together for their mutual advantage.

**IN OUR CASE**

At the time we bought the Sun-Telegram our rural route circulation was larger than that of the Sun-Telegram, which in turn was larger than that of the item. The Palladium was then a morning paper. When we changed from the morning to the evening field this rural circulation was particularly strong. With this start and a materially steady growth we have to this day sought for and maintained the largest rural circulation.

**THE POINT OF VIEW**

It was our opinion that a co-operative attitude on the part of the city of Richmond and the country around it would be to the benefit of both.

If it be true that it is to the advantage of a town to increase its trade and communication with the country—it is none the less true that there is a decided advantage to the country in having a live town as a trading center. For trade is always exchange. The exchanging of goods back and forth is primarily one of the first relations of town and country. If one of these relations is impaired it reacts on the other.

Consider that a good market is desirable on the part of the country—is it none the less desirable that goods and supplies shall be bought as conveniently and cheaply as possible? So the interests of town and country are identical in the matter.

We saw and have endeavored to emphasize the importance of the working together of the merchants and citizens of the town with the producers and other citizens of the county.

**HOW CO-OPERATION WORKS**

By bringing more trade with its consequent money into the town, it is not only the merchants who gain. Nor is it only the people of the town. When the business of the town is growing healthily there is a consequent lowering of operating expenses which enables the business man to furnish better goods at a lower cost to the consumer.

It works on and on in a circle.

**THE MAKING OF A COMMUNITY**

It has always been our policy to adopt this constructive attitude toward both the town and country. In this way we make our paper valuable not only to the country and the town as far as the particular individual is concerned, but we draw them both together.

That this working together of the town and country has been beneficial so far as we have been the agent—there is no doubt. More and more people have become interested in Richmond and have demonstrated that it is only necessary for them to become acquainted. In the past few years the country trade back and forth has increased. It might have gone elsewhere. But there is ever an increasing exchange and it will be our policy in the future as in the past to do all in our power to aid both these factors in their growth.

This is one instance of the cohesive force of the paper in its work in the community.

with a straw that has not been handled over and over again on the business end.

If each person who sees straws and cups, etc., in an unsanitary condition would mention the fact it would bring about better conditions and encourage those men who are careful of the health of their customers.

When the dispensers of the delectable soda under unsanitary conditions become aware of the fact that the public is interested in preserving its health, there will be a change for the better.

Those in authority in public places, where the people quench their thirst owe a responsibility to the public. The retail trade in such things can not be affected for the better, unless each man speaks for himself.

Carefulness only comes when each individual makes a point of asserting himself for the general good. And this is the duty of each citizen. It is the child and not the adult who suffers from criminal negligence of sanitary precautions.

**TWINKLES****A Statesman and His Constituents**

"Do you think the tariff should be revised upward or downward?"

"Well," answered Senator Sorghum, "my position is something like that of a man who is running an elevator. An old man with long white hair was wandering in a lonely way about the hall. I asked him if he would be so kind as to tell me the way to the smoking room. He agreed with nicety. When we returned to the hall I thanked him heartily, when he begged me to do him the honor of dining with him. 'But, my dear sir,' I said, 'you have been far too kind to me already. I cannot think of imposing myself upon you in this fashion.' 'Imposing myself!' exclaimed the old man in an eager voice. 'On the contrary, you will be doing me the greatest favor in the world. The fact is I have belonged to this club for thirty years, and you are the first member who has ever spoken to me!"—London Bellman.

**An Idealist's Purpose.**

"And suppose the world's wealth were distributed among individuals as you desire; what would you do with your share?"

"I'd start a business of my own," said the socialist, "and amass a competency that would relieve me from

**Items Gathered in  
From Far and Near****The Army Mule.**

From the Chicago Post.—By an order from headquarters the automobile passes from some of the army posts and the mule comes back to its own. It was only a question of time, for the attachments of the ages are not easily broken. The mule's enlistment never was intended to expire, and as for the summary dismissal, it was ill-considered, but now all's well once more with the mule and the army. The army mule is a tactician and a strategist. Study of its habit has won many a battle. By the mere curl of a lip it develops a defensive front, and under no circumstance of seeming peace or of active war are its flanks left unguarded. The mule heard the army swear in Flanders and it hears it swear in the Philippines. It always has been the target for profanity, and it has done loyal service as the soldiers' safety valve.

**Filis.**

From the Galveston News.—God bless the man who first invented screens, and God pity the man who is too indolent or indifferent to place them between his family and the spreaders of deadly disease. There is absolutely no excuse for the man or woman whose place of habitation swarms with flies and whines with the voice of mosquitoes. They can be kept out and 25 cents spent in keeping them out is equivalent to keeping out a doctor who would cost \$25, or possibly to keeping out a much less welcome visitor.

**Jolly Royalty.**

From the Chicago Post.—Mr. Carnegie congratulated the king of Italy upon the progress of his country and the nice appearance of Rome. Wasn't it John L. Sullivan who said of his interview with Edward VII, "I spoke affable to the king and put him at his ease?"

**Aldrich's Power.**

From the Duluth News Tribune.—No one can dispute that Mr. Aldrich owns a majority of the senate voting stock.

**The Salt Sea Legend.**

There is a legend in the Norse scalds which explains why the sea is salt. The "bountiful Frodi," whose mythical reign was a golden age indeed, possessed a quern, or hand mill, which ground out gold and peace, but which would grind out stores of anything desired by its owner. Two giant maidens, ruled over by Frodi, were the grinders. In an evil day a sea rover came upon the scene, slew Frodi and carried off the quern and the two giant maidens who worked it. When the sea-rover's vessel was right out at sea he ordered the maidens to grind salt. At midnight they asked if they had not ground enough. The sea-rover, angry at being awakened from his sleep, commanded them to grind until morning. Now, the giant maidens naturally enough worked very quickly, so as they went on grinding the load of salt grew so heavy that it sank the ship, and now the sea will continue salt forever.

**Looked Too Far.**

There was an English farmer, a Somersham man, who once owned a telescope. The old man remarked to a friend at a local race meeting that the gentrified nowadays had glasses for both eyes and added that he "had had one for one eye, a right good one it was, but now it was no use at all—no, not to nobody."

"Why not?" asked the friend.

"Well," he said, "it were a good one. I could see miles wi' en. I could see plain the steeple of the church five miles off. But misus' son John, he borrowed en, and he tried to see the steeple on 't other church, ten miles off—and tried and tried and couldn't. And that strained it, and it were never no use any more—no, not to nobody."

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