

The Richmond Palladium

—and Sun-Telegram—
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RICHMOND, INDIANA.

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Advertisers (New York City) has
examined and certified to the circulation
of this publication. Only the figures of
circulation contained in its report are
guaranteed 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 zenafarias and the
glasciatus of the Roosevelt wireless
service.

Now will come the Sugar Trust and
prove an alibi. Indured 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 construct-
ed. 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-with 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 slighter 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 then that with a
growing regard for the water itself
there has not been an equal amount
of care shown in the drinking cup
proposition.

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 wa-
ter. 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 watch-
ed 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 a better example can be seen than
in the value to a town of a newspaper with an extensive rural circula-
tion.

Do you ever think why you buy things at a certain place? Most peo-
ple 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 be-
comes 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
acquaintance 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 ad-
vantage.

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 coun-
try. 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 country.

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.

So it works on and on in a circle.

THE MAKING OF A COMMUNITY

It has always been our policy to adopt this constructive attitude to-
ward both the town and country. In this way we make our paper valu-
able not only to the country and the town as far as the particular indi-
vidual is concerned, but we draw them both together.

That this working together of the town and country has been benefi-
cial 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 delect-
able soda under unsanitary conditions
become aware of the fact that the pub-
lic 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 suf-
fers from criminal negligence of sani-
tary precautions.

TWINKLES

A Statesman and His Constituents.

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

"Well," answered Senator Sor-
ghum, "my position is something like
that of a man who is running an ele-
vator. The course I select is neces-
sarily dependent on the demands of a
great many different people. Necess-
sarily, it varies from time to time."

Uncertain.

"What did you have for breakfast?"
"I don't know. I long since aban-
doned the practice of reading the labels
required by the pure food law."

Difficulties of the Chase.

The creatures which so gaily flit
Through many an Afric dell
Are doubtless very hard to hit
And harder yet to spell.

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 com-
petency that would relieve me from

Items Gathered in From Far and Near

The Army Mule.

From the Chicago Post.—By an or-
der 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 his 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 un-
guarded. 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 sol-
diers' safety valve.

Flies.

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 keep-
ing 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. Car-
negie 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, pos-
sessed a quern, or hand mill, which
ground out gold and peace, but which
would grind out stores of anything de-
sired 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 maid-
ens 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
Somersetshire man, who once owned
a telescope. One day he was remem-
bered to a local race meeting that
the gentry nowadays had glasses for
both eyes and added that he "had had
one once 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 w' en. I could see
plain the steeple of the church five
miles off. But missus' son John, he
borrowed it, and he tried to see the
steeple of the other church, ten miles
off—and tried and tried and couldn't.
And that strained it, and it were now-
er of no use any more—no, not to no-
body."

A Troublesome Mirror.

"Mamma," said Flossie, this old
looking glass isn't any good."

"Why, what's the matter with it,
dear?" asked her mother.

"Every time I try to look in it," ex-
plained Flossie, "my face gets in the
way."

As a Corollary.

"Are marriages made in heaven?"

"As to that I can't say, but I do
know this much."

"What's that, Peleg?"

"There's lots of courting done in
church."—Louisville Courier-Journal.

Didn't Get a Chance.

She—What did papa say when you
asked him for my hand?

He—Why, he couldn't say a word.

"He couldn't?"

"No; your mother was there"—Yon-
kers Statesman.

How She Traveled.

"How did the queen of Sheba travel
when she went to see Solomon?" asked
a Sunday school teacher.

No one ventured to answer.

"Could she have gone by the rail-
way?"

"Yes'm," said a little girl.

"Indeed! Well, we would like to
know how you found this out."

"In the second verse," responded the
child, "it says she came with a great
train."

Habit.

"That was an awful break you made
at Mrs. Grotz's little buffet luncheon
yesterday," said his wife.

"What break?"

"After you had received your plate
of salad and finger roll from the maid
you started to walk about the room
looking for the cashier."—Detroit Free
Press.

Statinic.

"Statin is represented as runnin'
after folks with a pitchfork," said Uncle
Eben, "when de truth is dat so many
folks is pullin' at his coat tails dat he
ain't got time to chase nobody."—
Washington Star.

Heart to Heart

7 talks.

By EDWIN A. NYE.

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THE IDEAL WOMAN.

Dr. Lyman Abbott, editor of the Out-
look, outlines his conception of the
ideal woman:

A woman who is not the slave of
fashion nor the dressmaker.
Who is not afraid that work will
spoil her hands.

Who wears shoes in which she can
walk, thereby getting her color from
exercise instead of the rouge box.

Who develops her love of beauty in
her home.

Who is "industrious, sympathetic,
energetic, enthusiastic, motherly and a
true friend."

Well, that is considerable to demand
of one woman, is it not?

And yet—

There is nothing in the requirements
that call for the super-womanly. The
qualities specified are the old homely,
practical qualities that are to be found
in the average woman.

Of course you will not find these
qualities in the woman of the Four
Hundred—or seldom.

These society dames, for the most
part, are the slaves of fashion; coddle
their hands by frequent recourse to
the manicure; cripple to and from their
carriages in high heeled shoes and get
their complexions from art.

Paraphrasing Editor Abbott's enu-
meration, we may say of these women:

They are industrious—in their dis-
tastefulness; sympathetic—where sym-
pathy is not needed; energetic—in their at-
tendance on functions; motherly—to
their lap dogs; true friends—while the
sun of prosperity shines.

They concern themselves in nothing
more than the problem of how to dou-
ble on bridge, the symphony of table
decorations, the newest fad on rhythmic
emotions or the wyness of artistic
thinness.

But there are others. There are
hosts of women who fill to the full the
measure of ideal womanhood—

Women who are not afraid of soiling
their hands, who use sensible shoes,
who wear their native colors on lip
and cheek, who are "industrious, sym-
pathetic, energetic, enthusiastic, moth-
erly and true friends."

More than that!

If you would picture many of these
women you would need employ his-
tory and rhetoric, because—

Thousands of our everyday women
are soother in attractiveness, Miriams
in courage, Sarahs in gracious dignity,
Rachels in affection for their children,
Marthas in devotion to their house-
holds and Marys in their devotion to
spiritual things.

THE STEPMOTHER.

It is time some one should say a
good word for the stepmother, who is
often greatly misunderstood and criti-
cized.

Perhaps too much is expected of
her.

Mothers themselves are not perfect.
How, then, can you expect a perfect
stepmother?

Poor woman!

Often she undertakes duties little
understood when she assumes them.

Only a surpassing love will supply
wisdom and patience and strength for
the successful issue of her labors.

When she assumes direction of chil-
dren that are not her own she must
learn to know their instincts and emo-
tions and ways, a thing difficult enough
at the best.

Moreover—

The stepmother must be careful to
give her stepchildren all the rights
and privileges to which they are en-
titled and know just where to draw
the line.

Besides, she must be strong enough
to take her own place and hold it—
hold it graciously and kindly, but hold it.

She must carefully preserve the fa-
ther's influence and never step be-
tween him and his children. And she
must enforce the father's authority.

And—

But why try to catalogue the oner-
ous duties and trials of the step-
mother?

This is true:

However well she may succeed and
however much the real mother may
have failed, the stepmother may ex-
pect criticism from the neighbors and,
it may be, hostility from the relatives
of the family.

Many conscientious, self sacrific-
ing women have learned that bitter-
ness.

Nevertheless—

The good foster mother who puts
her soul into the mothering of a dead
woman's children, who robs neither
the father of his standing with his
children nor the children of their
rightful inheritance, who guides the
little feet into careful paths and di-
rects the older feet from straying, who
despite criticism and objection worth-
ily fills the place of mother in the
household—that woman has been
greatly successful. Her life has been
well worth while.

Had Him Both Ways.

"How dare you come on parade,"
exclaimed an Irish sergeant to a re-
cruit, "before a respectable man like
me!"

"Tell me now, answer me when I speak to you!"

The recruit was about to excuse him-
self for his condition when the ser-
geant stopped him.

"Dare you to answer me when I put
a question to you?" he cried. "Hould
yer linn' tongue and open your face
at yer peril! Tell me now, what have
yer been doin' wid yer uniform an'
arms an' bits? No! A word or I'll
clap yer in the guardroom. When I
ax yer anything an' yer speaks I'll
have yer tried for insolence to yer su-
perior officer, but if yer don't answer
when I question yer I'll have yer
punished for disobedience of orders! So,
yer see, I have yer both ways!"—Lon-
don Family Herald.

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
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For further information about this book inquire of the local Hartford agent
W. H. BRADBURY & SON

Temperance People Formed a Clan With Novel Mode Action

Greenwich, Conn., May 24.—Worship-
pers of Bacchus in the village of Co-
cob and vicinity have recently become
terrorized by what is said to be a mys-
terious clan which is working in the
interests of temperance in a most novel
fashion.

Special Officer Jones took into cus-
tody a very black man who was later
found to be Charles Carroll. A coat
of stove blacking had been applied to

him while he lay in an alcoholic stu-
por.

It was but a short time ago that Jus-
tice Brush brought the Greenwich po-
lice to Coscob on a similar case, when
they found a snow white negro making
a great rumus in the village street.
He had been whitewashed. It is
averred by the habitues of the village
saloon that the unfortunate were the
victims of an organized band of "tem-
perance cranks."

It was Good Advice.