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— and Sun-Telegram —

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MAIL SUBSCRIPTIONS.

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Teleglobe
No. 100 Secretary.

THE MIDDLE STATES AND THE ALDRICH TARIFF

And so the Aldrich bill passed the Senate.

It can not truthfully be said that this was much of a surprise. But the Middle Western States held out almost as a unit against the Aldrich tariff bill. For this reason there has been an attempt made by the standpatters in the Senate who are followers of Aldrich, and by the redoubtable Mr. Aldrich himself, more especially to try to "read" the ten insurgents out of the republican party.

Be that as it may, it is worth while calling attention to the fact that these states, although they are republican and these insurgents, although they are republicans, did not vote against the "republican tariff bill," but against the Aldrich tariff bill. That is a distinction and also a difference.

The Aldrich tariff bill changed the Payne bill, which originated and was passed by the House of Representatives in 847 different amendments. With one or two exceptions these raised the tariff not only over the Dingley schedules, but also over the Payne bill.

It was Senator LaFollette who on the last day of the tariff debate in the senate presented an official estimate of the difference between the Finance Committee's bill and the Dingley schedules.

Here it is and it does not look like revision downward:

Increases \$102,000,000

Decreases 86,000,000

Difference between Senate bill and

Dingley law:

Increases, number 248. \$143,125,000

Decreases, number 529. 93,520,000

Changes made by the Senate:

Increases \$44,125,000

Decreases 27,520,000

It is in the Middle West we who believed the promises of the republican party were for tariff revision downward, have steadfastly maintained that the thing for the republicans was to see to it that those promises were lived up to.

The Middle West can not see how it is that if the Dingley tariff is too high that the Aldrich bill offers any relief. The Middle States have always been believers in the theory of protection. They have insisted that the way to preserve the protective system was to modify it to a reasonable basis made necessary by changing conditions. They have heard the leading manufacturers of the country assembled at the Tariff Convention at Indianapolis declare that the only way to save the good points of protection is to reduce the tariff and frame it along scientific lines.

Therefore the Middle West does not believe that the Aldrich bill is a "republican tariff bill," but an Aldrich Special Interest tariff bill, which has no semblance of any republican doctrine about it.

The Middle West has been making itself conspicuous in standing against the Aldrich tariff. Take the ten insurgents. Where do they come from? They come from the Middle West. The Middle West has by the last census one quarter of a million of the population of the country.

To a candid observer of the situation the struggle of the Middle West against the New England states, it will be interesting to see which in the long run wins out in the matter of the tariff. The Middle West can not help hoping that Taft is on its side. The result of his veto will be looked forward to with especial interest. The probable outcome in case he does not veto the bill if it comes to him from the conference laden with the plunder of corporations is apt to be disastrous as far as the next presidential election is concerned. The result may easily be that the Middle West will remember that certain men have kept their promises to the people. Among

these it would appear that the Middle West will be very ungrateful if it does not back up the insurgent forces which have battled for tariff revision downward and kept their promises to the people. It is not likely that enough men in the West can be bunkoed into believing that the Aldrich bill is a "republican tariff."

Of Interest to The Business Men

A Practical Method.

An advertising man a few years ago found himself in charge of a campaign where the selling conditions were entirely unfamiliar to him. For a month he did not write a line of copy or make a single plan. He devoted himself to getting close to the salesmen, lunching with them, drawing them out as to why they made sales and why they lost them. He visited competitors in the guise of a prospect and let their salesmen point out the weaknesses in his new position. In the end, he had opinions based upon something more substantial than theory. He found out what was the line of least resistance, for along that line comes the most economical advertising as well as salesmanship.

A salesman has been known to travel a hundred miles to visit a prospect when within a half mile three prospects equally as good could have been unearthed by a little headwork. Similarly an advertising man will sometimes shape his campaign, bringing his heavy guns to bear upon a point of only moderate importance when a much more vital point remains wholly overlooked.

Necessity of "Digging."

It all leads back to the necessity of digging deep into the particular position in hand. The advertising man needs to know the technique of copy and type and mediums and rates. But more important still he needs to know what no teacher can tell him—the best method of applying the great principles of salesmanship and distribution to the business which he undertakes to promote by advertising. The three elements are inseparably united, and so why need anyone attempt to say which of the three is the greatest?

Items Gathered in From Far and Near

Mr. Takahira's Address.

From the Philadelphia Press.

No happier selection could have been made for Independence day at Independence Hall in this year than Mr. Kogoro Takahira, the Japanese ambassador at Washington. At a difficult post he has shown tact, discretion and skill. He has presented the just claims of Japan in a spirit which has won assent and respect in this country and maintained cordial relations between two peoples, long friendly.

This service to the nation to which he is accredited as well as for the sovereign he represents gives weight and force to his utterance yesterday. As he points out, Japan owes to the United States at every stage of its recent development guidance, aid, support and direction. Not in history, one may unquestionably say, has one people been privileged to unselfishly to smooth and aid the upward and advancing path of another.

The Commission Plan.

From the Utica Press.

Reference is frequently made in all publications which report or discuss municipal matters to the experiment made successfully in several cities where the office of alderman has been abolished altogether and where government has been by commission. Either they were selected cities or selected commissioners, for it would appear that they have all been very successful. It is now reported that both St. Paul and Minneapolis are anxious to give this plan and system a trial.

Memphis is to begin it next January, and the twin cities could, if they wished, get ready very soon after securing popular approval at the polls in November. The scheme has worked so well in so many places that there must be some value and advantage in it. Of course almost any system of government is good if it is in good hands.

Professional Policemen.

From the Springfield Republican.

Mayor McClellan's fling at "professional policemen" as unfit to have charge of Brooklyn borough was adequately met by Gen. Bligham's retort that "professional policemen" are no worse than "professional politicians."

There is no reason in the world why the policing of a city should not be under the control of a professional in the policing business; and the more strictly professional he is, and at the same time honest, the better it will be for the city. Some of the best police cities on earth, Paris, for example, have police heads who have held office for fifteen years or more without a break.

TWINKLES

BY PHILANDER JOHNSON.

Anxiety.

"I suppose the baby is a source of great anxiety to you," said the neighbor.

"Yes," answered young Mrs. Torkins. "When he is crying we are afraid he is sick, and when he isn't we are afraid he is unconscious."

Evidently a Connoisseur.

Bliggins is a connoisseur in cigars.

"He must be. Otherwise he might make an occasional mistake and give away a good one."

No Misrepresentation.

"You said you had no mosquitoes," said the summer boarder indignantly.

"Well," answered Farmer Corntons

sel. "I don't take nothin' I said back. Them you see stayin' around don't belong to me."

A Hopeful Test.

And since completely safe and sane throughout the Fourth we could remain, perhaps—oh, thought of glorious cheer—We can stay so throughout the year!

Poultry Note.

"So you are raising chickens?" "Yes," answered Mr. Crosslots. "What do you find the greatest menace to the welfare of poultry?" "Sunday company."

Heart to Heart Talks.

By EDWIN A. NYE.

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THE PRICE OF HAIR DYE.

Do you know that more men every year, especially in the cities, are dyeing their hair—the vain men?

But wait. Many of these men are using hair dye not because they are proud, but because they want to retain their jobs. It is a fact.

Many of the big corporations throughout the country are drawing the line of usefulness of employees at the age of forty-five years—or, if not precisely at that age, thereabouts.

Therefore gray haired employees are viewed with more or less of suspicion. And when it becomes necessary to retrench on expenses and lay off some of the office force the older men are let out. Young fellows are coming on and must have their promotion.

So when the first streaks of gray appear in the mustaches of the older men they begin to shave clean and thus save appearances for a time. But when the gray hairs creep into their temples there is no way to hide the evidence of advancing years except by dyeing the hair.

To be out of a job at forty-five means more, much more, than at twenty-five. To lose one's job at the latter age is merely a personal incident; to lose it at the former age is a tragedy. Because—

At twenty-five hope springs eternal and one may adapt himself to a new job or a new calling or wait for an opening. At forty-five hopes are not so strong and ways and habits are not so easily changed. Besides—

At forty-five one's expenses are heavy. If one is a family man, there are children to be educated. And if there are girls it costs a lot of money to properly dress them.

Do you wonder the old man consults his druggist concerning hair dye?

The big corporation does not care who draws the wages so long as the work is properly done. The young fellows in the office do not care. They may be a little sorry for the old fellow, but they must get on, don't you know.

Who cares, except the old man and his family?

Well, doesn't the price of hair dye, despite the demand, continue about the same?

WHAT'S THE USE?

I overheard a man of some fifty years say to his friend:

"I tell you I am tired of the everlasting grind. But I can't quit. I have too many stomachs to fill besides my own. I cannot save much because of my family expenses. I want a rest, but I can't afford it. I tell you I'm tired of life. What's the use?"

Ever feel that way?

You have worked hard for a long time perhaps, and years ago your castles in Spain toppled over and you are saying:

"What's the use?"

Well, you haven't given up the fight. That's something. And you are batting along the best you can. That's all Caesar did, or Charlemagne, or U. S. Grant. That's all any man can do.

And—ever think of it?—you are a special providence to those who depend on you. The Lord puts you in its place.

Moreover, what you do counts as much in your world as does the bigger man's work in his world.

I do not care what your work is, whether it is practicing law or selling goods or having white clay out of a ditch, you are doing your share of the world's work.

Particularly does your work count if it is good work. It is not the kind of work, mind you, but how well you do it. If the job is well done, if the product is well finished, it is worth to the world all it cost you in effort and more.

Therefore, keep on!

Perhaps you say: "But the work I do others are not appreciated. I get no thanks for being an industrial slave. I cannot do more than is expected of me—sometimes not so much. When I do the expected I get no thanks. When I do less I am blamed. When I do more it is taken for granted. It is hard to work without appreciation."

So it is. But—

How much thanks did you ever give your father and mother for what they did for you? Appreciation came late to them, possibly after they were dead. They were paying their debt to society as you are paying yours.

What's the use? Everything. You are a worker and not a shirker.

Is it worth nothing to you that you have your own self respect?

Put it down deep into your soul that if your work is honest work and you acquit yourself like a man you are doing just as much in your sphere as the president of the United States is doing in his sphere.

And you should not say, "What's the use?"

You are not a clam. You are a man.

No Discounts Allowed on Gas and Electric Bills After the 10th.

Slogan Contest Extended

Owing to the great amount of interest which has been manifested in the Slogan Contest the Committee has decided to extend the time to Saturday, July 10th at 6 p. m.

The Best Slogan For Richmond?

That is what the Young Men's Business Club wants for advertising Richmond. The Club offers a prize of FIVE DOLLARS for the phrase or slogan selected as the most suitable for the fight for a bigger and better town.

Slogans and phrases should be sent to the Slogan Contest Editor of either the Palladium or the Item. Slogans arriving before noon will be published in both papers the same day. Every one is eligible. Send in as many ideas as you have. The judges are to be announced later.

What the Club wants is something new, crisp and effective. It wants something that won't wear out because it is to be used permanently in the future campaign for Richmond enterprise.

Address The Slogan Contest Editor
At Either The Item or The Palladium Office

Slogans Received

1916—Richmond—50,000.

Richmond—Watch us grow.

Richmond—It's Quality that Counts—Richmond.

The Coming City—Richmond.

The City of Quality.

The Intellectual Center of the West.

Progress—Enlightenment—Beauty.