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THE FOURTH ESTATE

Prof. C. H. Cooley has taken a flier
at the newspaper, in a book called
Social Organization. Mr. Cooley be-
longed to the newer school of psycho-
philosophers-sociologists, who deal with
every thing in the "big" we will not
say "large" or "rough." He has reduced
humanity and its operations and in-
terests to the lump—rather than seg-
regating it to the infinitesimal. Time
was when the scientist went around
with the microscope, prying into the
private life of the microcosm and ex-
posing its frailties in good Rabelaisian
style.

In the Cooleyesque system, the fac-
toring of the universe has grown in-
tolerable. He is no longer interested
in the common home and his ego but
in the collective mind of the whole.
In this "largeness" (to relapse into
Weber and Fieldism—"such a large-
ness") the newspaper plays, according
to Professor Cooley, the part of a gos-
sip—"organized gossip." In this role it
hands out to the world—"a bulletin of
important news and a medium for the
interchange of ideas," plus "organized
gossip."

"The bulk of its matter, however, is
best described by the phrase organiz-
ed gossip. The sort of intercourse
that people formerly carried on at
cross-road stores or over the back
fence, has now attained the dignity
of print and an imposing system. . .

That the bulk of the contents of a
newspaper is of the nature of gossip
may be seen by nothing three traits
which together seem to make a fair
definition of that word. It is copious
designed to occupy, without exerting
the mind. It consists mostly of per-
sonalities and appeals to superficial
emotion. It is untrustworthy—except
upon a few matters of moment, which
the public are likely to follow up and
verify. These traits any one who is
curious may substantiate by a study
of his own morning journal."

The newspaper, fortunately, can fall
back on the supply and demand basis
for its defense if this charge is true
or the indictment unbearable.

It occurs to us however that this is
not necessary. The reader will re-
member through the same medium of
his newspaper that President Elliot
has lately launched on the tapis of
discussion his five feet long bookshelf
of general cultivation. This suggests
the fact that along with Shakespeare
and the Bible, the newspaper seems to
be taken for granted. Perhaps all
three are on the library table while
the elect are in the bookshelf dusty.

Let it be true that in the process of
leavening the mass (for surely Cooley
will not object to his 'Social Con-
science' being leavened even by organ-
ized gossip) there is a modicum or a
maximum of gossip—the reader can
skip all that. He can skip the crimes
and divorces—the police court of the
social body—leave baseball, society—
all that does not in so many words
make history. He will still have the
slow stream of the fight of democracy,
the occasional victory of people over
special interest—diplomatic eventful-
ness and all the et cetera of the
'mighty movements of men.'

But—will he have it all?
Will not a Ferrero arise in the land
and complain that what seems boot-
less gossip is after all the real history
of the people on which hangs the large-
life? Since the Cleopatra myth has
been manhandled and reduced to a
Roman campaign story fresh from the
classified ephemera of a Roman Cooley,
is not the little gossip the really
important thing? It may not be.

In college we were taught that the
French and Indian war had its most
powerful effect on the English colon-
ists not in the fact that the French
were ultimately beaten; but in the as-
pect of the bringing of many men to-
gether from all the colonies and lett-
ing them gossip together. In that very

gossip lay the hidden germ of the sub-
sequent organization of the colonies in
the struggle against the ministers of
George. (So were we taught.)

But if this is not enough—we would
ask for the sake of information—since
our political economy is evanescent,
where would this new school which
Mr. Cooley represents be but for his
gossiping friend the Fourth Estate?
If there is any such thing as an or-
ganized society today with an organ-
ized conscience, with an organized
will, with a collective ego and a large
mind—how comes it?

It is our opinion that the organized
gossips of things as they are, the
newspapers—also dreamers of things
as they should be—have brought this
about.

The newspaper with its copiousness
—its personalities and its superficial
emotion—all these and more have
made the Cooley theory of organized
society a possibility.

And did it ever occur to this same
eminent inquirer into the realm of
sociology that gossip plays the most
vital part in the individual—and in the
general something called society.
Without it, the latter would be with-
out a majority of its sensory proces-
ses. Even, it might be said as one
blind, deaf and dumb.

Here triumphs the specialization of
function of the Fourth Estate.

Items Gathered in From Far and Near

Deathblow to "Frats."

The National Educational Associa-
tion, assembled in convention in Den-
ver, officially pronounced against the
high school "frats." The action was
taken on the ground that the spirit of
the "frat" was opposed to the spirit of
democracy in the schools. This ac-
tion represents the national organiza-
tions of the school teachers of the
United States. It may, therefore, be
taken for granted that it represents
the collective wisdom as well as the
collective experience of the teachers
from all parts of the United States. It
is significant that the action taken was
unanimous, and that the resolution was
adopted even without debate. The re-
sult here expressed is the verdict of
the general public in all parts of the
country. The greatest danger from the
"frats" is that which comes from the
establishment, through their agency,
of social tests in the schools. The "frat"
member has arrogated to himself spe-
cial social distinctions which some
teachers have been foolish enough to
allow and others still more foolish to
approve.

He Made His Way.

Francis W. Cushman, the section
head toiling along the right of way
some twenty years ago, no doubt felt
longings for something better as he
watched the luxurious trains roll by,
sometimes carrying persons of immense
wealth and power. But Francis Cushman
soured not on the world because
others had more than he, and mounted
no soap boxes on the street corner to
harangue any crowd of malcontents.
Instead, he worked hard and faithfully,
and by his own efforts rose from the
ranks to a seat among the mighty. His
death is a distinct loss to the country,
not alone because his eloquence will be
heard no more pleading for the welfare
of his people, but because in his pass-
ing there has gone from among us a
brilliant, resourceful, energetic man,
whose whole life gave the lie to that
vile slander that this is no longer a
country for the poor man without
friends.

TWINKLES

Against Telepathy.

"Do you take any interest in telepa-
thy?" said the young man who was
trying to make conversation.
"No," answered Miss Cayenne. "I
should never countenance a method of
communication by which people could
intrude their opinions on you without
even going to the trouble of looking
you up."

Disappointments That Soothe.

"Sometimes our disappointments
come to be recognized as blessings,"
said the ready-made philosopher.
"That's a fact," answered the flip-
pant person. "It's always a sweet re-
lief to me to discover in the morning
that I forgot to wind the alarm clock."

A Figure in the News.

He was a hero years ago.
And yet, when now his name you see
And mention it with patriot glow,
Somebody merely says "Who's he?"

Hypothetical Questions.

"What will your mother say to you
when you get home?" said one boy.
"She'll start in by asking me some
hypothetical questions," answered pre-
cocious Willie.

What are they?

"Questions that she thinks she
knows the answers to before she starts
to talk."

"When you gits a job o' work to do,
son," said Uncle Eben, "don't imag-
ine you's a chicken on a roos' an' kin
hold yoh position by g'ine fas' asleep."

She—Last night was the first time I
ever heard you talk in your sleep, and
you kept saying "Four kings," and
once in awhile "Full house." He—
Well, you see, I was down to the club
last night playing checkers with a
crack player and there was a full
house watching us.—Judge.

MASONIC CALENDAR.

Wednesday Evening, July 21—
Webb Lodge No. 24, F. & A. M. Stat-
ed meeting.

Business Review of The Past Week by Henry Clews

New York, July 19.—Until the last
few days the stock market has been at
a practical standstill for a month.
While a few specialties had made fur-
ther advances, the market as a whole
remained substantially at the same
level; this in spite of improving out-
side conditions. The disposition to
wait the outcome of both the harvest
and the tariff, added to the usual sum-
mer inertia, accounted for much of the
recent inactivity. But the main reason
for the latter was the dogged persist-
ence with which the market was held
at the high level. There was every in-
dication of a number of stocks being
firmly pegged by powerful speculative
cliques, who seem to realize at last
that the only means by which they can
be distributed is to infuse fresh activ-
ity and life into the whole market.

The effort to force the market to a
higher level was renewed this week
with a vigor which showed that power-
ful and skillful manipulators are now
in control. The question is will they
succeed? It must be admitted that cir-
cumstances in many respects are much
in their favor. Money is cheap and
plentiful. Business, though not yet up
to the normal in volume, is steadily
improving. The crop outlook, except
for cotton, is very satisfactory; and,
as everyone knows, our farmers are
confidently looking forward to another
very profitable season. Even cotton
is likely to do better than now feared,
because damage reports have unques-
tionably been exaggerated, and there is
at least two months for possible recu-
peration. Confidence generally in busi-
ness circles is strong. The spirit of
hopefulness prevails nearly everywhere,
and all the influences at work are such
as would naturally tend to discourage
the selling of securities. At the same
time there is an element of weakness
in the situation that is generally over-
looked. The big holders have plenty of
securities for sale, and more are com-
ing in large amounts. Some big opera-
tors are anxious to sell in order to
realize the handsome profits now offer-
ed. Their only difficulty is want of
buyers. Both the public and investors
generally apparently are difficult to
tempt at these figures; and it is notice-
able that the market often declines on

Of Interest to The Business Men

White Space of Great Value as a
Drawing Power.

It is the hardest thing in all the
world for a man to buy newspaper
space and leave it white. A man needs
to have progressed a long way in the
art of selling on paper to pay for
space and leave unsold some of the
many things which to him seem es-
sential. The very way in which he
buys space, by the agate line, leads
him to believe that it must all be
utilized for selling talk. And yet if he
would stop to analyze what advertis-
ing is—that it is simply a part of the
selling plan—he would realize perhaps
the value of white space.

The first thing a salesman has to do
is to attract attention. The first ob-
ject of an ad. is to attract attention.
Now, it is very evident that, given a
sheet of paper which is perfectly
white, you will attract attention by
printing upon it characters which are
perfectly black. The whiter the paper
and the blacker the type the more
likely it is to attract attention. This
is noticeable in posters and handbills.
But the advertiser quite forgets that
with posters and handbills he has an
immense amount of white space. In a
newspaper, where everything is paid
for, the element of white space is lack-
ing, and so you have a dreary waste
of type, each advertiser vying with
the other in getting his type as black
and as thick as possible.

Not one of these advertisers
would use abundant white space if it
were free. Each would then realize
its absolute necessity. In a newspa-
per, where every agate line spells dol-
lars and where the only way he can
get white space is to go down into his
jeans for the price, it's a different
story. But white space is just as im-
portant in a newspaper ad. as it is in
a poster or a handbill, and it must be
had even if it must be paid for.

A few men have made monumental
successes of their advertising by a lib-
eral use of white space, and today
every man who is using white space
in reasonable quantities in newspapers
is getting larger returns for his money
than any half dozen men who are de-
pending upon the largeness and the
blackness of their type displays.—News-
paperman.

Origin of "Oliver Twist."

The true story of the origin of "Ol-
iver Twist" is not generally known. It
is this: After the amazing success of
the "Pickwick Papers" Dickens was
thinking of following it up by a story
of London life, with which he was
more familiar than with English coun-
try life. Just about that time he hap-
pened to visit the studio of George
Cruikshank and was shown some
drawings the latter had made illus-
trating the career of a London thief.
There was a sketch of Fagin's den,
with the Artful Dodger and Master
Charley Bates, pictures of Bill Sikes
and his dog and Nancy Sikes and, last-
ly, Fagin in the condemned cell. Dick-
ens was much struck by the power of
these character sketches, and the re-
sult was that he changed the whole
plot of "Oliver Twist." Instead of
taking him through spiritless adven-
tures in the country he introduced him
into the thieves' den in London, show-
ed up their life of sin, but brought his
hero through pure and undefiled. Thus
it will be seen that George Cruikshank,
not Charles Dickens, was the origina-
tor of the leading characters that ap-
pear in "Oliver Twist."—London Sat-
urday Review.

Davy Jones' locker is a combination
of Duffy, a ghost or sprite among
West India negroes, and Jones, a con-
traction of Jonah.

AERONAUT DROPS IN THE CHANNEL

Hubert Latham Makes Fail-
ure of Daring Flight to
French Shore.

GIVEN A WILD OVATION

WHEN THE ENGLISHMAN WAS
BROUGHT INTO CALAIS EMOT-
TIONABLE FRENCHMEN ENTHU-
SIASTICALLY HUG HIM.

Calais, France, July 19.—Hubert La-
tham, the aeronaut, today attempted
to fly across the English channel.
When he had covered but a part of the
distance, his aeroplane became un-
manageable and plunged into the sea.
Latham was picked up by the French
destroyer Harpon and brought to Calais.
Great crowds welcomed him, and
when he landed he was mobbed by
dozens of girls and young women, who
kissed him and embraced him. He
was wildly cheered and hailed as a
hero.

Latham showed great coolness.
When he was picked up by the war-
ship he was sitting on the floating
aeroplane, calmly smoking a cigarette.
Will Try It Again.

"I will try it again," were his first
words when saved.

He made the start from Sangatte,
near Calais. The aeroplane rose
gracefully and made a good beginning
of the perilous journey. The flight to-
day was the most thrilling ever at-
tempted. Latham had planned it weeks
ago, fully realizing the dangers but
willing to risk them in the interest of
science and for the \$5,000 prize offer-
ed by the London Daily Mail. Crowds
gathered to see the wardevil aviator
make his start. Wireless bulletins
were flashed every minute from San-
gatte and told of the beginning of the
journey. Latham started well, swing-
ing his machine in wide circles before
starting on the straight-away course
for England. Soon word came that the
machine had vanished from sight and
those who had gathered at Dover be-
gan to scan the horizon anxiously for
the first glimpse of the aeronaut.

Motor the Fault.
Latham said that the accident was
due to the motor slowing down. The
machine is not damaged and will soon
be ready for another attempt.

No exploit in aeronautics since the
early days of the Wright experiments
in France had aroused such universal
interest as the across-the-channel
flight. Daily hundreds of spectators
gathered at Sangatte hoping to see the
fearless flyer depart upon his voyage.
To many of those who gathered to
view the flight it meant nothing more
than a dare at death but to others it

meant the solution of a problem of in-
ternational importance. With the pos-
sibilities of a flight across the chan-
nel meant a new method of invasion
for England or France.

To Latham as he debonairly set
about to get his machine in action, the
dangerous voyage apparently had no
terrors. It was at 6:30 o'clock when,
with a great whirling of the propeller
he rose in the air. It was nearly four
hours later when Latham was again
brought to solid ground upon the Har-
pon, and in the meanwhile the crowds
which had gathered were added to by
great numbers.

Destroyer Assists.

The French destroyer Harpon had
been loaned by the French government
for the experiments. Even at top speed
the Harpon could not keep pace with
the swiftly flying aeroplane but was
enabled to keep near enough to render
efficient aid. When it was seen today
that perfect weather and favorable
mechanical conditions would allow the
flight, the Harpon cast off while Latham
was soaring in circles and under
full steam started in a straight line
towards Dover.

The crowds on the heights above
Sangatte gave a mighty cheer as they
saw the aeroplane start in the wake
of the destroyer, overtake and pass it.
M. Levagascour, the mechanician who
has been assisting Latham in prepar-
ing for the flight, delightedly exclaim-
ed that this flight would prove the
theory of long flights.

Levagascour was not cast down by
the disaster either, but was sanguine
that the next time Latham would be
able to carry to a successful conclusion
his plans. Upon the theory that safety
lay in high flight, the start was
made from the point of a cliff 500 feet
above the level of the channel.

Latham's method in selecting a great
altitude for his starting point is ridicu-
led by aeroplanists in general. They
declare that, to be practical, the ma-
chine must be able to start its flight
from any point. Latham's contention
has been that in height there is greater
safety.

A Modest Art Student.

An art student in Berlin wrote to a
brewing concern in Bohemia offering
to paint for the brewers "pictures suit-
able for advertising purposes—artistic,
appropriate, attractive and cheap." He
went on to say: "Sir John Millais was
not above taking 40,000 marks from a
soapmaker for one of his paintings to
be used as an advertisement. Nor did
he hesitate to offer other pictures for
the same purpose at the same price.
Why should not I, who owe my tailor
and who fears to look my landlady in
the face, not do the same? Stay! I
shall do better. Am willing to take
less than 40,000 marks for my best
work."

Slow and Sure.

"How is my son getting along?"
asked a parent of the headmaster of
a school.
"He's slow and sure," was the re-
sponse.
"That's satisfactory."
"Not so," rejoined the master. "By
it I mean that he is slow to learn and
sure to forget."—London Telegraph.

SOONER or LATER

You will want something. When that time comes, get
your choice of what you want in the quickest and easiest
way by putting a WANT AD. in the PALLADIUM. It will
only cost you a few pennies and may mean dollars to you.

No matter where you live, our classified WANT ADS. will
find for you just what you want. You may be one of our
country readers, or you may live out of town a short dis-
tance, or you may chance to pick up this paper in another
city. No matter -- our WANT ADS. are valuable to you --
ANYWHERE, if you but find out by READING them just
what they will do.

Look over the different bargains each day; perhaps you
will find something you would like to have. You have the
opportunity in the classified column of picking what you
want from propositions that may be money makers. It
means MONEY--TO YOU--to read these ads daily. And
when you are in need of anything put an ad in this paper
and you will not have to look further to satisfy your want.

PALLADIUM
WANT ADS
PAY

\$3.00
ROUND TRIP
--TO--

CHICAGO
Via C. C. & L. R. R.

Saturday Night
July 24th

Train leaves Richmond 12
o'clock midnight.

Returning leaves Chicago 10
p. m. Sunday night, arriving
Richmond 5:30 Monday
morning.

For particulars call
C. A. BLAIR, P. & T. A.,
Home Tel. 2652. Richmond

PALLADIUM WANT ADS. PAY.

A GRATEFUL PATIENT.

The Coin That Was Measured by a
Famous Surgeon.

Dr. Grenfell, an old London hospital
pupil, in a sketch of Sir Frederick
Treves in the Pall Mall Gazette tells
the story of a tiny sovereign gold
piece given by a grateful patient to
the famous surgeon and guarded by
him as a priceless treasure. A sailor
from Norway had been operated on by
Sir Frederick in hospital. His life had
been saved, and he had gone his way,
brought Sir Frederick himself at that
unusual hour to his door in Wimpole
street. A tall, gaunt sailor in thread-
bare attire asked if this was where
"Mr. Treves lives." At his earnest re-
quest, though somewhat under protest,
he was allowed to enter. He at once
proceeded to get out a pocketknife, and
from the lining of the belt of his trou-
sers he cut out a small gold piece and
offered it to Sir Frederick. On his re-
fusal to accept it the man was so hurt
that Sir Frederick himself took the story,
and an interesting one it was.

The man had on leaving hospital
sought a berth at the London docks,
but, being a stranger, had been unable
to get one. He had got out of money
and had gone hungry day after day,
though he knew that he had saved up
in his waistband by his wife in Nor-
way the piece of gold in question. He
had got so pulled down by bad living
that he at last decided he must spend
the money, but that very day he suc-
ceeded in getting a berth on a ship,
and his advance had given the food he
stood so sorely in need of. He had
promptly tramped all the way to Wim-
pole street, and his bearing was such
that Sir Frederick found himself
"boring into the darkness, holding the
gold piece in his hand and with an
overwhelming sense of inferiority
strongly impressed on his mind."