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—and Sun-Telegram

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T. J. D. Secretary.

## THE FOURTH ESTATE

Prof. C. H. Cooley has taken a fling at  
the newspaper, in a book called  
Social Organization. Mr. Cooley belongs 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 interests  
to the lingo—rather than segregating it to the infinitesimal. Time  
was when the scientist went around with the microscope, prying into the  
private life of the microcosm and exposing its frailties in good Rabelaisian  
style.In the Cooleyesque system, the factoring of the universe has grown intolerable. He is no longer interested in the common Homo and his Egg 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 gossip—"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 organized 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 personalities 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 of the indictment unbearable.

It occurs to us however that this is not necessary. The reader will remember through the same medium of his newspaper that President Elliott has lately launched on the topic 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 Conscience" being leavened even by organized 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 eventualities 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 bootless gossip is after all the real history of the people on which hangs the larger 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 colonists not in the fact that the French were ultimately beaten; but in the aspect of the bringing of many men together from all the colonies and letting them gossip together. In that very

gossip lay the hidden germ of the subsequent 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 organized society today with an organized conscience, with an organized will, with a collective ego and a larger 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 without a majority of its sensory processes. 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 Association, assembled in convention in Denver, 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 action represents the national organizations 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 result here expressed is the verdict of the general public in all parts of the country. The greatest danger from the "frat" is that which comes from the establishment, through their agency, of social tests in the schools. The "frat" member has arrogated to himself special social distinctions which some teachers have been foolish enough to confer on large amounts. Some big operators are anxious to sell in order to realize the handsome profits now offered. Their only difficulty is want of buyers. Both the public and investors generally apparently are difficult to tempt at these figures; and it is noticeable that the market often declines on

the deathblow to "Frats."

Francis W. Cushman, the section hand 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, oftentimes 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 passing 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.

He Made His Way.

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TWINKLES

## Against Telepathy.

"Do you take any interest in telepathy?" 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 flippan person. "It's always a sweet relief 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 imagine you's a chicken on a roos' an' kin hold yon position by givin' 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 further advances, the market as a whole remained substantially at the same level; this in spite of improving outside conditions. The disposition to wait the outcome of both the harvest and the tariff, added to the usual summer inertia, accounted for much of the recent inactivity. But the main reason for the latter was the dogged persistence with which the market was held at the high level. There was every indication 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 activity 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 powerful and skillful manipulators are now in control. The question is will they succeed? It must be admitted that circumstances 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 unquestionably been exaggerated, and there is at least two months for possible recuperation. Confidence generally in business 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 overlooked. The big holders have plenty of securities for sale, and more are coming in large amounts. Some big operators are anxious to sell in order to realize the handsome profits now offered. Their only difficulty is want of buyers. Both the public and investors generally apparently are difficult to tempt at these figures; and it is noticeable that these gentlemen have a habit of talking bullishly for public consumption when the market is approaching the top and they or their friends have stocks to sell. No one questions the truth of their statements, nor does anyone suppose them to be put out from purely philanthropic motives.

Of Interest to The Business  
MenWhite Space of Great Value as  
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 unsaid some of the many things which to him seem essential. 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 advertising 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 object 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 lacking, 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 but would use abundant white space if it were free. Each would then realize its absolute necessity. In a newspaper, where every agate line spells dollars 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 important in a newspaper ad. as it is in a poster or a handbill, and it must be had if it must be paid for.

A few men have made monumental successes of their advertising by a liberal 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 depending upon the largeness and the blackness of their type displays.—Newspaperdom.

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## 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 EM-  
OTIONAL FRENCHMEN ENTHU-  
SIASTICALLY HUG HIM.

Calais, France, July 19.—Hubert Latham, the aeronaut, today attempted to fly across the English channel. When he had covered but a part of the distance, his aeroplane became unmanageable 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 warship 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 today was the most thrilling ever attempted. 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 offered by the London Daily Mail. Crowds gathered to see the warehanded aviator make his start. Wireless bulletins were flashed every minute from Sangatte and told of the beginning of the journey. Latham started well, swinging his machine in wide circles before starting on the straightaway course for England. Soon word came that the machine had vanished from sight and those who had gathered at Dover began 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

## 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 response.

"That's satisfactory."

"Not so," rejoined the master. "By the way I mean that he is slow to learn and sure to forget."—London Telegraph.

meant the solution of a problem of international importance. With the possibilities of a flight across the channel 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 6:40 o'clock when, with a great whirring of the propeller he rose in the air. It was nearly four hours later when Latham was again brought to solid ground upon the Harpon, 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. Levaguer, the mechanician who has been assisting Latham in preparing for the flight, delightedly exclaimed that this flight would prove the theory of long flights.

Levaguer 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 300 feet above the level of the channel.

Latham's method in selecting a great altitude for his starting point is ridiculed by aeronauts in general. They declare that, to be practical, the machine 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 painting concern in Bohemia offering to paint for the brewers "pictures suitable for advertising purposes—artistic, appropriate, attractive and cheap." He went on to say: "Sir John Milais 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 ladybird