

THE RICHMOND PALLADIUM

AND SUN-TELEGRAM.

VOL. XXXV. NO. 218.

RICHMOND, IND., MONDAY EVENING, JUNE 13, 1910.

SINGLE COPY, 5 CENTS

EARLHAM COLLEGE VERY BUSY PLACE THROUGHOUT WEEK

Commencement Exercises Began Yesterday with Baccalaureate Sermon, and Do Not Close Until Friday.

ANGLICAN CLUB ALSO HAS A CELEBRATION

Is Observing the 25th Anniversary of Its Founding and Will Hear an Address by Strick Gillilan.

The fifty-first annual commencement of Earlham college, featured by the twenty-fifth anniversary of the founding of the Anglican club, began yesterday morning with the baccalaureate sermon by Dr. David W. Dennis and closed Friday morning with the commencement address by Dr. John Franklin Jameson of the Carnegie Institute, Washington, D. C., and the conferring of degrees by President Robert L. Kelly on the members of the graduating class.

The Anglican club, which celebrates the quarter centennial of its founding by Professor William N. Trueblood, has secured Strickland W. Gillilan, a former resident of Richmond, to deliver an address on Anglican Day, which is Tuesday of commencement week. Mr. Gillilan, since the death of Mark Twain, is considered the greatest American humorist by many, and the club is particularly fortunate in securing him at this early date. Because of a number of engagements this week, Mr. Gillilan will remain in Richmond but seven hours and after the address the club has arranged for a reception to the speaker in the library.

Coffee House Breakfast.
Tomorrow morning the celebration of the Anglican club will begin. The club has secured the second floor of the library at the college and the rooms have been decorated as the Old English Coffee houses were during the time of Addison and Steele. At nine-thirty o'clock a Coffee House breakfast will be served to about 100 former and present members of the club.

This evening the Ionian and Phoenix literary societies will present their annual play in the college chapel. The two societies will present "Ingomar." The cast has for some time been under the direction of Professors E. F. Trueblood and Cleveland K. Chase and one of the best plays ever undertaken by the two societies will be the result.

Wednesday of this week the seniors will present their class play "Twelfth Night." Since the graduating class is exempt from examinations every member has been working on the presentation of the Shakespearean play. Some time ago the entire cast went to Cincinnati to witness Marlowe and Southern in the leading roles of "Twelfth Night," and since then no efforts have been spared to make the affair a success. The class will charge admission to the play this year. Each member of the class will be given complimentary tickets, and a number of tickets for the public will be on sale at the college.

Will Play Baseball.
At 1:30 o'clock in the afternoon the board of trustees will meet in the office of the president. At three o'clock the alumni baseball team will meet the varsity and a very exciting game will be the result. All the former Quaker baseball stars will be pressed into service to vie with the varsity for supremacy.

Thursday of commencement week will be another busy day at the local institution. In the morning the seniors will meet the members of the faculty on the baseball diamond and another close game is anticipated.

In the afternoon at 1:30 o'clock service in memory of the late Allen Jay will be held in the college chapel. Allen Jay was one of the leading members of the Friends church in this country and a number of prominent men and women will come to the college for the services.

Jay Memorial Program.
The program has not been definitely arranged but in the main it is as follows:

"Sketches of Allen Jay's Character"—Dr. David W. Dennis.

"His Services to the Church"—Timothy Nicholson.

"His Evangelistic Work"—Ira C. Johnson.

"Tribute to the work of Allen Jay in North Carolina" by Mary Mendenhall Hodds, wife of the president of Guilford college, North Carolina. The paper will be read by Professor E. P. Trueblood.

"His Last Advice to Young Friends"—Levi T. Pennington.

The alumni tea will be served Thursday evening to the members of the alumni who return for the commencement.

The commencement exercises proper will be held Friday morning at 10 o'clock in the college chapel. The address will be given by Dr. Jameson.

Aviator Hamilton's Wife and His Aeroplane



The following are the official figures on Charles K. Hamilton's flight from New York today:

- Left New York, 7:35 a. m.
- Finished at Philadelphia, at 9:29 a. m.
- Elapsed time, 1 hour, 54 minutes.
- Distance, 86 miles.
- Average speed, 45.24 miles an hour.



HAMILTON MAKES FLIGHT FROM NEW YORK TO PHILADELPHIA BUT FAILS ON A RETURN TRIP

MATTINGLY HONORED

Anniversary of His Ordination Celebrated by Members of His Church.

AN APPROPRIATE PROGRAM

Members of the St. Mary's Catholic church gathered last evening in St. Mary's Hall to congratulate the Rev. Father Mattingly, the occasion being the twentieth anniversary of his ordination into the priesthood. It has been just a score of years today since Father Mattingly received his life commission from Mount St. Mary's at Cincinnati.

An appropriate program, tending to show the love and respect of the whole parish for their priest, was rendered before a large audience. Several gifts from different church societies were tendered the priest. The program follows:

- Piano solos—Miss Alma Pfafflin and Miss Theima Zuttermeister.
- Vocal solo—Miss Mabel Steinkamp.
- Presentation of roses to Father Mattingly by little Miss Mary Foley.
- Reading of address from girls of St. Mary's School, by Miss Edna Stamer.
- Reading of address from boys of St. Mary's School by Charles Gallagher.
- Solos—Miss Kate McKone and Miss Katherine Graves.
- Violin solos—Misses Blanch Luken and Lillian Shofer, and Leo McManus.
- Piano solos—Miss Mary Swaggart and Miss Miriam Kelly.
- Address by James Varley, oldest member of the parish.
- Response by Father Mattingly.

GET A RUNAWAY BOY

Frederick Grosecloud of Indianapolis, aged 12, who ran away from his home on Saturday was apprehended here by Officer Weirhake. The boy's father was notified and took his boy home yesterday.

Daring Aviator, With Ideal Weather Conditions, Sails from Governor's Island This Morning at 7:35 and Alights in Philadelphia at 9:29, Averaging 45 Miles an Hour—Motor Trouble on Return Trip.

INTENDS TO FLY UP THE HUDSON RIVER

Makes This Statement After Being Forced to Alight When Only 21 Miles From His Goal—Flight Made by the Young Aviator Is Turning Point in Aeronautics And Was Witnessed by Many Thousands.

(American News Service)
New York, June 13.—Almost at the climax of a world-startling flight, Charles K. Hamilton, the little red-haired aerial broncho buster, after making a magnificent flight from New York to Philadelphia and accomplishing the greater portion of the return journey, was compelled to descend on the banks of the Raritan river, twenty-one miles from New York, because of some irregularity of his motor. Although prevented from making a non-stop return trip, Hamilton declared his determination to continue the trip to this city and up the Hudson river before returning to the starting point on Governor's Island.

Under perfect control the aeroplane was driven with the precision of a train. The average speed was 45.24 miles an hour.

RACES WITH A TRAIN.
Philadelphia, June 13.—Chas. K. Hamilton successfully covered the 86 miles leg between New York and Philadelphia on his record-breaking flight between the two cities and landed safely at the aviation field at 9:29. The greater part of the way between New York and Philadelphia he was accompanied by the New York Times special train which traveled at a speed of 50 miles an hour. At times he exceeded the speed made by the train, but during the greater part of the time he traveled high above it, occasionally falling behind.

MAKES IDEAL START.
New York, June 13.—Under almost ideal weather conditions, Charles K. Hamilton, the "aerial broncho buster" set out today on his flight to Philadelphia and return—a record breaking distance.

A gentle breeze, far below the 25-mile wind which marks the danger limit to the aviator, was blowing from the northwest. Promptly at 7 o'clock he attempted to start, but a blade of his propeller snapped short. He descended and repairs were made with all possible speed, a propeller being taken from the machine of Glenn H. Curtiss. As the man-bird soared up and swept over the crowded harbor scores of whistles saluted him. Thousands of persons were crowded along the waterfront, at the Battery, on boats and in the vantage places of the skyscrapers, and the rise of the plane was the signal for tremendous cheering from the lower end of the Manhattan and the waters about.

Tries Out Machine.
Gracefully the aeroplane circled, once over the aviation and drill field, at Governors Island, Hamilton seemed to be trying out the machine and getting the feel of the air in preparation for the long journey.

Then he darted ahead, gliding easily and passed the statue of Liberty. Crowds of immigrants at Ellis Island watched him shoot ahead.

Then over the New Jersey line he crossed rapidly, aiming toward the Atlantic Highlands down Sandyhook way, intending to pick up at Elizabeth, N. J., the special train chartered to accompany him. The first leg of the round trip journey is 86 miles long. Before he went up, Hamilton said, "I'll keep my schedule. If the present weather outlook holds good, and that will get me to Philadelphia at 9:25 a. m., an hour and fifty minutes for 86 miles. Not bad, eh? Had I been able to get away at 7, I'd probably have landed before 9 o'clock."

WILL TRY AMERICAN

(American News Service)
Bluefields, June 13.—William P. Pittman, the Boston man captured by the army of Madriz, has been secretly taken to Managua from Bluefields Bluff, to stand trial. He was the director of mines for the insurgent army. General Estrada today issued an official statement demanding a new republic in eastern Nicaragua and outlining the boundaries.

COMMENCEMENT.

The commencement exercises of the Campbelltown schools will be held on Thursday afternoon. The music for the occasion will be furnished by local talent. Several from this city have received invitations and anticipate attending.

★ NESBIT'S FOCUS

Most newspapermen know W. D. Nesbit. He has been breezing through life making this a happier and better world by his presence.

Whether you consider his work in the humorous columns of the Chicago newspapers or the things which appear in the magazines—there is something distinctively human and appealing in his work.

You would think that a man who contributes to the North American Review might be something of what the boys in the street call a "highbrow."

Try to get the angle and the focus on the statement that Mr. Nesbit spends two hours a day in thinking up advertisements for a large department store and going over their copy and receives a large salary for it. That means a lot of things.

Perhaps the first way to get at it will be to look at some of the advertising that has passed under his eye—that is before reading his verses d'societe or his appreciation of Mark Twain in the North American Review.

There is a man-bird meet in a town not more than seventy miles away. An advertisement that Nesbit had something to do with appeared this morning.

One Woman to Another

"Aren't those Aviation Meet posters charming? I can scarcely believe a man conceived the idea, for I've mentioned my admiration of the picture to several and they've scoffed at the possibility of courtship in an aeroplane. I'm sure it would be most romantic to go sailing up in the clouds with one's best beau. Anyhow I've begged a copy of the poster for my room to keep till the artist's 'dream comes true.' I hardly know which I'm the most interested in this week—the man-birds or the Round-up Sale at Blank's. There's one thing sure I'm not going to miss either. The Round-up I know from experience to be one of the biggest bargain events of the year. I haven't forgotten what good bargains I got in a similar event last year. Morning at the sale, afternoon at the 'meet'—looks like a good program for any day this week."

That One Woman To Another is a money making feature for Blank and Company—it gives their advertisement ATTENTION VALUE. It appears everyday.

It is constantly changing and is always LIVE COPY. The subconscious effect of such advertising is that THE MERCHANT KNOWS WHAT IS GOING ON. Just follow that through. Aside from the attention value of that little commentary on affairs IT ARGUES THAT THE MAN IS AWAKE. Blank and Company are AWAKE—they make their advertising effective.

Women are mighty entertaining because they catch the temper of the audience and talk about things that are going on. Their styles of conversation like their frocks are of the LATEST pattern and material.

Doesn't Nesbit catch their ear? It is a RESPONSIVE NOTE. Nesbit focuses his advertising.

Therein lies the true essence of newspaper advertising. Women read the newspapers and throw the hand bill into the waste basket. THE NEWSPAPER THAT IS TAKEN FOR ITSELF—WHICH IS READ BECAUSE IT IS LIKED—is the one of more than double the VALUE OF OTHERS.

People take the Palladium because they like it. If they want knives they will go to the store that advertises good ones. We are not in the hardware, but in the newspaper business. We publish a superior newspaper.

Two thirds of the people hereabouts say so and back it up with hard cash. People buy the Palladium just as they read Nesbit's advertisements. That is the reason for results in both instances. The Palladium is the most EFFECTIVE advertising medium for miles around.

FEATHERED HOST IS TO ROOST IN CITY WEDNESDAY

Eagles to the Number of 1,500 and From Every Part of the State Will Come Here for Convention.

FINAL SESSION HELD ON FRIDAY EVENING

On Friday Morning There Will Be Parade of the Members of the Order—City to Be Gaily Dressed.

Between twelve and fifteen hundred delegates and visitors are expected to attend the state convention of Eagles which convenes here on Wednesday for a three days session. Frank Hartzler, secretary of Wayne Aerie of Eagles, No. 668, who is in charge of the convention announced today that probably every aerie in the state would be represented by one or more delegates, while several of the larger aerics such as those at Indianapolis, Muncie and Anderson, would have large delegations and be accompanied by bands.

All the plans for the convention have been worked out and the executive committee is confident that the convention will be the most successful in the history of the order. The committee and lodge members in general have spared no time or money to make the event successful.

Secure the Coliseum.
The coliseum and the lodge rooms will be the convention headquarters. Owing to its size and accommodations

THE WEATHER.

STATE AND LOCAL—Fair tonight and Tuesday; not much change in temperature.

NEWSPAPER PLANT GUTTED BY BLAZE MANY ARE KILLED

Water Tank on Montreal Building Falls Through 5 Stories and a Conflagration Is the Result.

FIRE WAS SO FIERCE LASTED BUT 2 HOURS

Foreman of Composing Room Says 53 in His Department Were Killed—Only a Few Bodies Are Found.

(American News Service)
Montreal, June 13.—Twelve charred bodies have been recovered out of total casualties variously estimated from thirty to sixty, and a two hundred thousand dollar loss has resulted from a fire which destroyed the building of the Montreal Herald this forenoon. Three hundred persons were trapped in the building and Foreman Taylor declares that fifty-three perished in the composing room alone. The fire was caused by a gigantic water tank on the roof, which being too heavy for the structure crashed through five stories. Twenty were seriously hurt and taken to the hospitals. The heaviest loss of life was in the composing and binding departments, fifteen girls being employed in the latter department.

A melting pot containing molten stereotyping material, typesetting machines and other equipment were carried down with human beings into the press room and the paper stock department in the basement. All the engravers and one stereotyper were among the few dead that could be identified. Furniture, rolls of paper and acids combined to produce the fiercest conflagration ever tackled by the fire department. The Herald was in full blast of operation, being an evening paper, and the flames spread so rapidly and the destruction was so tremendous that the entire disaster consumed but two hours in its frightful work.

DOLLIVER TODAY PUT THE TARIFF ON HOT GRIDDLE

Iowa Statesman Says Aldrich's "Revision" and Dr. Cook's "Discovery" Year's Greatest Events.

LODGE DRIVEN FROM SENATE IN DISGUST

Iowan Says Statements Made by President Taft of the Tariff Placed in His Mouth by "Interests."

(American News Service)
Washington, June 13.—Senator Dolliver declared in the senate today that the two greatest achievements of the year were the discovery of the North Pole by Dr. Cook and the revision of the tariff downward by Senator Aldrich.

When the uproarious laughter that greeted this remark had subsided, Dolliver tore the pretensions of the tariff revisionists of the Aldrich school into shreds.

Defending the insurgents the Iowa senator declared the alternative was presented to himself of abandoning his own convictions and accepting the opinion of another man, or getting out of the republican party, or fighting. He decided to fight. The tariff revision was a swindle upon the American people, so far as it pretended to relieve the consumer, he said.

That Wisconsin Speech.
Dolliver declared that if the President's views expressed in his Wisconsin speech and in his Lincoln Day speech in New York had been his own he (Dolliver) would be disposed to "say something that would disturb the harmony of the occasion."

The President's views had been made for him by others, said the sen-

Daily Circulation Reports For the Palladium.

Sunday, June 12th, 1910
IN THE CITY OF RICHMOND

3,327

TOTAL CIRCULATION For the Same Day of Value to Local Advertisers

5,804

A strong statement, but nevertheless a true one, when we say the Palladium is read in from 1,000 to 1,500 more homes than any paper circulating in this Sixth Congressional district.

Webster, Williamsburg and Economy Rural Routes do not get Sunday's papers.

5,804