PAGES ONE TO TEN

SINGLE COPY TWO CENTS.

VOL. XLIII-NO. 111.

OMAHA, SATURDAY MORNING, OCTOBER 25, 1913—TWENTY PAGES.

RESCUE WORKERS IN WRECKED COAL MINE OVERCOME BY GASES

Two Men Caught Under Falling road traffic has fallen off. A different Rocks and Companions Nearly Die Trying to Aid Them.

SECOND PARTY IS SENT IN Little Hope is Expressed of Getting Them Out Alive.

HOPE PRACTICALLY ABANDONED Latest Estimate Places Number of Dead at 263.

THREE MORE BODIES ARE FOUND

It is Believed that Corpses of Most of the Victims Are Just Beyond the Room Where Reseners Met Disaster.

DAWSON, N. M., Oct. 24.-The first rescue car reached here shortly after 8 o'clock this morning. The crows were hurriedly equipped with helmets and sent into Stag Canon mine No. in search of helmet men James Lurdi and William Polsa, believed to have been killed by polsonous gases, after an accident that caused them to remove their

The government rescuers started for the eighteenth chamber, east, two and a half miles under ground from the portal. It was at this point that Lurdi and Pelsa, with two companions, were searching for the body of General Superintendleast 100 more miners, who were believed to have been in that part of the mine when Wednesday's explosion occurred.

The accident to the helmet men caused a feeling of terror among others to the point where only volunteers were sent into the mine. Confidence was somewhat restored by the arrival of the government crew, which immediately entered the

workings. After a considerable time under ground the crew had been unable to reach the

eighteenth chamber. Because of the increasing presence of was comparatively pure, late last night, the government rescuers, confident that no more men are alive, have changed their method of attack and devoted their entire energies to directing air currents to drive out the polsonous gases.

The probable death list, with the fatal accident to the two helmet men, was increased to 263 today and at noon the number of man rescued alive remained

The four men were of a crew of ten Henning himself is said to have sought who entered the mine at 4 o'clock this immunity and is expected to be called morning. At the sixteenth room the as a state witness. crow divided and four of them pushed | Donahoe is alleged to have instigated buried in the debris and their fellows

struggled to rescue them. Upon being pulled out of the mass of rocks and dirt Lurdi and Poise are said diction of the court. to have become frightened and removed their helmets. This action confused their rescuers, who, frightened by the continued fall of debris and hampered by their thirty-eight pound equipment, also tractor, jerked off their helmets and ran into the entry off the eighteenth room. There they were overcome by polsonous gases, but members of the other divisions of the crew finally brought them to the surface alive. Walter Kerr, one of the rescued men, had not recovered consciousness several hours later, but Roy Simpleman, his companion, told of the harrowing experiences which, in the opinion of rescue leaders, probably caused the death of

Lurdi and Polsa. This probable fatality and the terrors of the face of the mine, which is so thickly infested with poisonous gases so affected the helmet men that J. C. Roberts, directing the government rescue work, experienced difficulty securing men to re-enter the mine to search for Lurdi and Poisa. Volunteers were called for and when the first entered the mine Lurdi and Polsa had been in the workings, unhelmeted, for an hour and a half.

This crew consisted of five men with four emergency men following closely parrying helmets and oxygen tanks. Director Roberts, who has been unceasingly active in rescue work since his arrival yesterday, appeared greatly affected by this loss of helmet men and unhesitatingly referred to it as "the greatest tragdy of the mine disaster." which already had claimed probably 261 lives. Roberts has been in continuous charge of the rescue work without a moment's relief since noon yesterday, and it was only by physical force that he was kept from donning a helmet and leading the search for Lurdi and Poisa. All other rescue activities were practically abandoned pending the finding of the lost

Three More Bodies Found. Between 2 and 4 o'clock this morning three aditional bodies were recovered and brought to the surface. No trace trains. had been found of General Superintendent William McDermott nor Henry P. McShane, the wealthy young New Yorker. was believed McDermott's body is with a group of men who were caught (Continued on Page Two.)

The Weather

Forecast till 7 p. m. Saturday For Omaha, Council Biuffs and Vicinity -Fair, not much change in temperature Temperature at Omaha Yesterday.



Auto Traffic Gets Boost Near Close of Registration

cial Telegram.)-With weather as nice as the best days of June, automobile traffic to this city increased greatly, while railsenument seems to prevail among those registering for lands now as compared with those who registered at the beginning of the registration. At the beginning all seemed to be earnest and confident of winning a good homestead, but now the expression is, "I'll take a shot

ggrand total here now is 28,115. Temerrow night at miduight registration ends and the notarial association has made arrangements to double the force at the registration booths if necessary, to take care of those desiring to register on the last day. The association is determined that the doors shall not be closed at midnight tomorrow against any one desiring to register. Much larger crowds are expected tomorrow, because it is the last day and the drawing occurs here for all lands next Tuesday, so many are expected to come tomorrow who will stay over until the drawing.

The Chamber of Commerce has made special arrangements for a jubilee Monday and Tuesday in honor of its guests and land drawing. This event has brought more people to North Platte than any happening in its history and thousands will be here to help celebrate.

Monday night a special meeting will be held in the opera house at which Judge Witten, who is superintendent of registration, will explain the method adopted for drawing. The North Platte band will furnish music at this meeting and also Monday and Tuesday and fireworks will be displayed at night. The Union Pacific ent William McDermott and perhaps at will run a special train from Omaha for the drawing.

Alleged Defamers of Clarence S. Funk Placed on Trial

CHICAGO, Oct. 24 .- Opening statements of counsel were begun today in the trial of Attorney Daniel Donahoe and Detective Isaac Stelfel on charges of conspircarbon dioxide gas in the mine, which acy to defame Clarence S. Funk, former had permeated chambers where the air general manager of the International Harvester company. The conspiracy charge is an offshoot of the Lorimer investigation. Funk contends that he was made the defendant in an allenation of affection suit because he had given testimony inimical to former Senator Lori-

> Mrs. Josephine Henning, whose husband figured as a plaintiff in the damage suit against Funk, is one of the witthe alleged conspiracy.

on into the eighteenth room at the face the Henning case against Funk. The of the mine. Two of these, James Lurdi state contends that he furnished Mr. and William Polsa, were walking ahead and Mrs. Henning with money to travel later he was instrumental in keeping Henning, for whom a writ charging per-Jury had been issued, outside the furis-

Steifel is accused of having aided Donahoe. Henning's wanderings are said to have included a trip to Los Angeles ostensibly as an assistant to a mason cor

More Registering as Windup Nears

BROKEN BOW, Neb., Oct. 24.-(Special Telegram.)-Today's registration exceeds that of yesterday, the number of people passing through the booth in the last twenty-four hours ending at 4 o'clock this afternoon being 2063. This makes a grand total of 27,490.

The number of passengers brought in the Burlington over night and carly this morning was 1.595. Many of the outof-town people have come in during the day by automobile to register. This number is placed in the neighborhood of 900. The present weather condition that prevails here has induced many of the visitors to spend the night here The desire to register is still keen and one farmer

who lives near Arcadia walked all the way from his home to Broken Bow. In the Burlington yards this morning there were thirty-three passenger coaches which are added to through trains and specials so that pascengers may not be unduly crowded.

A woman from Kansas City said at the information bureau that she had always been under the impression Broken Bow was an Indian agency and there was no civilization here. Manager Gaston told her that she had been misinformed and that he was personally acquainted with at least forty people in the city who knew how to eat ple with a fork.

A large rest room for women with modern conveniences is located in the basement o fthe court house and here women visitors are regaled with coffee and spend much of their leisure time between

the misfortune to lose his pocketbook between the booth and the depot containing all the money he had with him. A purse was made up for him and he at the face of the mine beyond the eight- was given free transportation to his

Train No. 39 arrived at 6 o'clock carrying eleven ocaches, approximating 900 passengers.

Bride Confesses Robbing Rockefeller

NEW YORK, Oct. 24.-Mrs. Evelyn P. Rutherford, a bride of a month, was arrested today on an indictment charging her with cashing 160 \$20 coupons on Southern Pacific 4 per cent bonds belenging to John D. Rockefeller. The egn Pacifiq company,

STATE EDUCATORS BUSY IN PLANICS

NORTH PLATTE, Neb., Oct. M .- (Spe- Methods Used by Schoolmasters' Club in Election of State Superintendent Like Tammany's.

> PLAY TOWARD THE MIDDLE Overlook No Opportunity to Get Job Safe One Way or Another,

PROMINENT MEN IMPLICATED Today's registration here was 3,227. The Roster of the Organization Shows Up Familiar Names.

SEVERAL ARE BIBLIOPOLISTS

The Very Men Connected with the Regulation of Text Books for Schools Are Representing Publishers.

(From a Staff Correspondent) LINCOLN, Neb., Oct. 24.-(Special.)-The connection of the Schoolmasters' club with present and past politics has long been known, or at least there has been a strong suspicion that it had a great deal to say in the election of a state superintendent and also in the appointment of places under the educational board. Its methods savor a great deal of those used by Tammany Hall in New

Safe Both Ways. They take no chance of losing out on the state superintendent's office, which is the milk in the cocoanut. Whenever it is possible the lines are pulled so that the candidate of both the republican and democratic parties is a member of the club. In that way it is always a heads I win tails you lose proposition and the Schoolmasters' club gets the pot.

In the last election J. E. Delzell was nominated by the republicans and R. V. Clark by the democrats. Both men were and are now members of the Schoolmas-ters' club, Delzell won out and in the appointment of his office force appointed R. I. Elliott as deputy, G. A. Gregory as napector of normal schools and R. C. King inspector of rural schools, the only men in the office and all members of the select 100 which compose the Schoolmasters' club. He also appointed C. M. Penney, who died later, to a position in the office now held by Prof. King. He, too, was a member of the Schoolmasters'

In the election before that E. C. Bishop was the republican candidate and N. C. Abbott represented the democrats, both members of the club. Mr. Bishop was elected and appointed a member of the club as his deputy, the present superin

Crabtree and Jackson.

In the election before that J. W. Crabtree was the republican candidate and W. R. Jackson the democratic candidate. Both were members of the Schoolmanters. club, and Mr. Crabtres appointed Mr. Bishop, also a member of the club, as his deputy. Mr. Crabtree had been deposed as superintendent of the Peru normal school by the board after an investigation and open hearing and the Schoolmasters' club ploked him up and posing him as a martyr, gained the sympathy of the people and he was elected.

Roster of the Club. The present roster of the club shows many names familiar to the people and are as follows:

are as follows:

University of Nebraska-Samuel Avery, E. H. Barbour, C. E. Ressey, H. E. Bradford, Herbert Brownell, E. A. Burnett, H. W. Caldwell, George R. Chatburn, Irving S. Cutter, Charles Foredyce, Lawrence Fossler, G. W. A. Luckey, C. W. Pugsley, L. A. Sherman, Charles W. Taylor, H. K. Wolfe, A. A. Reed.

Public Institutions-N. C. Abbott, school for blind; Nebraska City; C. F. Beck, state normal school, Peru; R. V. Clark, industrial school, Kearney; U. S. Conn, state normal school, Wayne; W. N. Delzell, state normal school, Peru; R. D. Overholt, state normal school, Peru; R. D. Overholt, state normal school, Peru; F. L. Rouse, state normal school, Peru; F. L. Rouse, state normal school, Peru; M. R. Shodgrass, state normal school, Kearney; W. T. Stockdale, state normal school, Chadron; E. A. Whitenack, state normal school, Vayne, State Department of Education—J. E. Delzell, R. I. Elliott, G. A. Gregory, R. C. King.

Wesleyan University—W. G. Bishop, C.

State Department of Education—J. E. Delreil, R. I. Elliott, G. A. Gregory, R. C. King.

Wesleyan University—W. G. Bishop, C. A. Fulmer, B. E. McProud.

Cotner University—W. P. Alesworth, William Oeschger.

Public Schools—Charles Arnot, Schuyler; C. M. Barr, Hastings; R. J. Barr, Grand Island; Frank R. Beers, David City; E. J. Bodwell, Beatrice; R. M. Campbell, Columbus; A. B. Congdon, Fremont; A. L. Caveness, Fairbury; E. Clippinger, Sutton; M. E. Crozier, Norfolk; W. T. Davis, McCook; B. E. Dill, Wilbur; A. H. Dixon, Tecumseh; J. A. Doremus, Auburn; A. E. Fisher, Aurora; Joseph Pulk, Seward; W. H. Gardner, Lincoln; J. H. Kemp, Wayne; George E. Martin, Nebraska City; S. H. Martin, Broken Bow; J. F. Mathews, Grand Island; J. M. Matzen, Fremont; E. G. Mays, Lincoln; J. L. McBrien, Harvard, C. W. McMichael, Holdrege; E. E. McMillan, Omaha; W. H. Morton, Ashland; W. H. Myera, Blair; W. R. Pate, Alliance; John Speedle, Benson; A. H. Staley, Superlor; F. A. Stech, David City; W. W. Stoner, York; V. L. Strickland, Tecumseh; Charles E. Teach, University Place; A. Y. Teed, Ponca; C. N. Walton, Wahoo; A. H. Waterhouse, Fremont; J. H. Welch, Stanton; S. H. Wood, Falls City; J. A. Woodard, Hawelock; J. F. Woolerr, Omaha; W. A. Yoder, Omaha.

Engaged in Other Lines. Following are engaged in other educational work: J. N. Bennett, Donne college, Crete; W. H. Clemmons, Fromont Normal; L. A. Garrison, Grand Island college; A. G. Hehoe, Donne college, Crate; Martin Remp, Hastings college; William

E. Schell, York college. The following are not engaged in active teaching, but still hold their membership in the Schoolmasters' club: J. A. Beattle, Lincoln: W. K. Fowler, Nebraska Teacher, Lincoln: George H. Thomas, Harvard: George L. Towne, Nebraska Teacher, Lincoln. The following are given as former mem-

bers of this club, but have gone to other

C. E. Bishop, Iowa Agricultural college;
W. A. Clark State Normal, Kirkville; J.
W. Crabtree, State Normal, Wisconsin;
W. J. Davidson, Garrett Biblical school,
Chicago; W. M. Davidson, public schools,
Washington, D. C.; J. W. Dinssnore,
Beres college; C. H. Gordon, University
of New Mexico; W. R. Hart, Amhert colof New Mexico; W. R. Hart, Amhert colyoung woman before her marriage was
employed in the coupon department of
the Southern Pacific railway. She is said
to have confessed to having spent \$405
of the proceeds on her trousseau and to
have returned the balance to the South
Localinued on Page Three. (Continued on Page Three.)

He Must Hand it to Her



From The Chicago News.

GARY DEPLORES AGITATION Hundred Eighty-Nine Steel Magnate Blames Politicians for Halt in Business.

CAPITAL AND LABOR AT PEACE

Want of Confidence Caused by Unwarranted Attacks, He Says, Keeps European Capital from Investing Here.

CHICAGO, Oct. 24.-Judge Elpert H. Gary, chairman of the United States Steel orporation, in an address today at the semi-annual meeting of the American Iron and Steet Institute, declared that the stability of business had been inter-fered with and the confidence of capital shaken by "unreasonable and uncalled for agitation and attack." In spite of the country's wealth and resources, foreign capitalists wonder why we are not more continuously prosperous, he said. There are exceptional cases." declared Judge Gary, "In which mismanagement has caused distrust or dissatisfaction on the part of foreign and domestic capitallata; but this is not the principal reason for hesitancy at the present time on the part of these capitalists in making inrestments in our securities. They wonder why it is that with our great and growing wealth and resources and our superior advantages, we are not more continuously prosperous; why we are not more stable in prices and values and in general conditions; why there is ever any disposition on the part of any one to

interfere with the normal and natural progress in the development of our country and its industries. "Every one who travels extensively abroad is confronted with these inquiries by foreigners friendly to and interested in our commercial and financial conditions, and we assembled in this room are asking ourselves the same question.

Too Much Demagogy. "I venture the assertion that it is

largely because of much agitation and illconsidered criticism by those who have not the nation's best interests at heart. There is too much demagogy, too much mud-slinging. The man out of office criticises the one in office, and the onn office in turn seeks to advance his own interests, regardless of the effect or "In many public speeches and in maga-

zine articles the author is influenced by motives of selfishness or cupidity. peals are made for the purpose of creating a feeling of dissatisfaction and un rest when this is unnecessary and unjustified. Finally this is partially offset by the conservative attitude of some of the leading journals; and the number is increasing.

"It is not uncommon in public discussion to treat success as an offense; to consider the possession of wealth, however honestly acquired, as wrong. Legislation calculated to create classes is irged persistently; also laws to impossnnecessary and unreasonable burdens; to foreibly take from one something which he has and is entitled to have, turn it over to another; to prevent or to lesser the success of legitimate enterprise and

Capital Becoming Frightened. "Capital, always timid, has been ser usly affected by this unreasonable and sociled for agitation and attack. Indeed it is becoming frightened. Confi-(Continued on Page Two.)

Tomorrow the Best Colored Comics -with-

The Sunday Bee

Copper Miners Are Arrested by Militia

CALUMET, Mich., Oct. 24 .- One hundred and eighty-nine arrests of striking copper miners were made this morning by the militia in the copper city, Allouez and Mohawk districts. The prisoners, who are charged with violation of the injunction against picketing, were taken to Houghton and will be given a hearing today before Judge O'Brien. One hundred and twenty-five of the arrests were made at Copper City and Allouez and sixty-four

at the Mohawk mine.

The arrests followed the issuance by Judge O'Brien of an order to Sheriff Cruse and his deputies to enforce the injunction and employ what power and assistance might be necessary to bring before the court any persons found violating the injunction's provisions. The There are now 20 prisoners, arrested for strike offenses in the custody of the sheriff of Houston county.

House Members Will Buy Wedding Gift for Miss Wilson

WASHINGTON, Oct. M .- Congressmen an informal meeting called today by Republican Leader Mann, selected Speaker Champ Clark chairman of a committee to select a wedding gift for Miss Jessie Wilson.

"How much shall we chip in?" asked Mr. Mann. Will to a member be too high?"

licans and progressives, as they handed in their money The membership of the house is 432. All contributing, the wedding gift fund would total \$2,160. What the gift will be has not been determined.

Chicago Police Women Must Be Over Thirty and Not Too Heavy

on the Chicago police force.

115 and 180 pounds.

These specifications were laid down yesterday by the civil service commission in announcing a coming examinattion for policewomen. More than 100 as Mr. Vanderlip's for weeks. In addiwomen have applied for the ten posttions, which pay \$500 a year.

SECRETARY WILSON TALKS TO MINING CONGRESS

PHILADELPHIA, Oct. 24.-Voluntary arbitration on all questions between employers and employes was urged as a remedy for labor misunderstandings by William B. Wilson, secretary of the Department of Labor, in an address here today before the American Mining con-

Mr. Wilson said there are three phases of arbitration-the moral, the business and the political. Capital and labor, he said, are partners in production, and the old attitude of the employer that "this is my business and I have the right to run it as it suits me and me alone," is a narrow one.

"Being partners, each is entitled to a voice in determining what the partnership should be," said Mr. Wilson.

The National Capital

Friday, October 24, 1913.

Not in session; meets Monday. Banking committee continued hearings. The House. Transacted no business and adjourned at 18.87 p. m. illi noon Menday.

OBJECTS TO VANDERLIP PLAN President Wilson Does Not Like the

Bankers' Currency Bill.

COMMITTEE IS CONSIDERING IT Three Democrats and Five Republicane, a Majority of the Senate Committee, Are Said

WASHINGTON, Oct. 24 .- President Wilson is uncompromisingly opposed to the currency bill submitted by Frank A. Van-

derlip, president of the National City bank of New York as a substitute for the administration plan.

The president let it be known that he was earnestly and unqualifiedly in favor of the main features of the administrational always like to have the approval of fortion bill. He declared that he believed that the plan provided in the house bill was in every way suited to existing con- gestions, nevertheless the government ditions of husiness and was calculated to

The Vanderlip plan, which contemplates a central bank under government control, was reported today to have the an doreament of three democratic senators and five republicans, a majority of the

senate committee. Benator Reed, one of the democrats reported in favor of the Vanderlip plan. ought a conference with President Wil-

son on the subject. The president's position is that the Vanderlip plan is a radical departure from the regional reserve system of banks pressed his intention to oppose any such

measure. Committee Resumes Work. With the government central plan proposed by Frank A. Vanderlip, available as an amendment to the admin

istration bill, the senate banking com nittee hurried along its hearings today. expecting to formally end examination of witnesses tomorrow. The committee will begin the considera-

tion of the bill in executive session Monday. H. Parker Willia of New York, who

acted as export for the house committee in the preparation of the administration bill, was the principal witness today." He defunded the measure generally.

The committee will consider in execu tive session hundreds of changes proposed, many of a material nature. Pres-CHICAGO, Oct. 24.-Women under 30 ident Wilson has already said that the years of age need not apply for positions administration hill would not be injured if the number of federal reserve banks Applicants must be between 30 and 40 fixed at twelve was out down materially years of age, five feet to five feet nine or if the secretary of agriculture and inches in height and must weigh between the comptroller of the currency were not on the federal reserve board.

Idea Not New to Committee. mittee has been considering such a plan tion to his proposals, members of the committee have asked two other currency experts to formulate central bank plans. One devised by Charles A. Conant of New York has already been received today. It is similar in many respects to the Vanderlip plan. Prof. Jeremlah W. Jenks also has been requested to frame one. Senator Bristow said today it was probable the committee would embrace the central bank plan in its report.

"If the bill as reported does not pro vide for such a plan the fight will be carried to the floor of the senate," said Frank I. Kent, vice president of the

Hankers' Trust company of New York, testified today.

Underwood Goes Home to Build Fence

WASHINGTON, Oct. 24. - Majority Leader Underwood today is speeding toward his home in Alabama, not going home to rest, however, for he announced his intention of plunging into the fight for the nomination to the United States senate, which would be made in the primaries in April.

He is opposed by Representative Richmond P. Hobson, among others, and a strenuous campaign is expected. Mr. Underwood will be gone at least a mouth.

CRISIS IN RELATIONS WITH MEXICO SEEM TO BE NEAR AT HA

President Wilson, Secretary Brys and Counsellor Moore Preparing Statement of Situation.

WARD LINE SHIP IS RELEASE Warships at Vera Cduz Preparing to

NOTICE TO NATIONS OF EUROP United States Preparing to Stand B

Aid Detained Boat.

hind Monroe Doctrine. DIAZ WILL NOT BE DETAINE

Minister Moheno Says Candidate is Free to Come to Capital-United States Will Give Him Asylum, if Asked.

WASHINGTON, Oct. 24.-Developments of a few hours today in the relations between the United States and Mexico emphasized a gravity of affairs more ominous than at any fime since President Wilson's administration began. Absolute silence was the order in official quarters. The release of the Ward liner Morro Castle after peremptory demands by the United States terminated a delicate situation. Orders were in preparation to the commanders of the American warships lying off Vera Cruz to insist on its

A statement was in preparation today by Secretary Bryan and Counsellor John Bassett Moore, which Secretary Bryan brought to the White House for the president's approval. No intimation as to its contents was revealed, but there was every reason to believe that before many hours had elapsed there would be a notice by the United States that it will not brook European interference in Mexico by the warships dispatched to I can waters by the various foreign

It is understood also that the States by that same statement will arate the American policy that only ernments founded on constitutions and order will be recognized on the ern hemisphere.

Wilson May Abandon Trip. The situation has assumed such asp that it was considered possible President Wilson might cancel at last moment his trip to Mobile Ale. He has planned to leave early tomorrow and be gone until Tuesday night. There was doubt in the president's mind today whether he could afford to leave Washington at this time.

Chairman Bacon of the senate foreign relations committee conferred at the State department and White House. He dealways like to have the approval of for-Mexico, and would always listen to sugrender the business men of the country a had breader and more important moral considerations at hand in dealing with the Mexican problem than merely mater-

tal interests. .The gravity of the situation it was ap parent, would be increased by Felix Dian taking refuge in the American consulate at Vera Cruz. The possibility that the Huerta authorities might demand his release and provoke another emergency was fully realized.

At the State department it was said that while no instructions had been given to American Consul Canada at Vers Cruz to afford an asylum to Diaz, Canada's proposed in the house bill and he ex- general instructions were such that he could take in the returned leader if it seemed necessary. Although in international law, the American consulate has not extra ter-

ritorial rights, it was pointed out here

that morally the Mexican authorities

would have no right to invade the American precincts to arrest Dias. Nine Battleships Handy. Nine battleships of the Atlantic fleet sall tomorrow from Hampton Roads for their Mediterranean cruise, according to original plans. They will be in constant communication with the wireless station here at least until next Thursday. It was stated officially, however, that they sail without any orders except to proceed

Predictions as to the course the United (Continued on Page Six.)

to their Mediterrfanean destinations.

The Man Who Sells Groceries

Did you, Mr. Grocer, ever consider how many of the things you sell are already nine-tenths sold to your customers for you before you buy them from the manufacturer? The breakfast food, the soap,

the syrup—the many, many things that represent daily household wants. Think how many of these standard articles are advertised.

by the manufacturers in the columns of this newspaper-for your benefit. Here's a suggestion for more business: -Look over the advertising in

The Bee and see how many of the things advertised are on your shelves. Then make a window display of these advertised articles and watch your sales increase. We want to make the adver-

tising done in this newspaper 100 per cent efficient and you can help do this with profit to yourself, by meeting the dewand both ways. Push the goods that you see advertised

The Bureau of Advertising. American Newspaper Publishers Association, World Bullding, New York, will be glad to work with national advertisers to bring about co-operative newspaper advertising campaigns.