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THE OMAHA DAILY BEE

THE WEATHER. Unsettled

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MINE GUARDS AT FORBES KILLED; TIPPLE BURNED

Seven Defenders and Three Strikers Killed in Sharp Battle Early Yesterday.

ONE STEP TOWARD MEDIATION

President Calls Head of Miners' and Operators' Organizations.

MAIN GRIEVANCE OF MINERS

They Say Gunmen Are Enlisted in State Militia.

WILL WELCOME THE REGULARS

Troops from Fort D. A. Russell Due at Canon City.

NORTHERN DISTRICT IS QUIET

Six Wounded in Tuesday's Fight, One of Whom Will Die—Work of Organizing Citizen Volunteers Continues.

FORBES, Colo., April 29.—Forbes' camp of the Rocky Mountain Fuel company in which seven men were killed this morning had been warned late last night of an impending attack and had telephoned an urgent message to the militia camp at Ludlow, a few miles away, for assistance. Superintendent Robert Nichol put the forty women and fifty children of the camp in the tunnel of an abandoned mine, built a barricade of rock in front of the opening, armed his men, numbering forty and prepared to defend the property. The machine gun owned by the company was mounted on a hill north of the camp.

The Forbes camp extends through a narrow canyon for a distance of more than a mile. The tipple, engine house and office stood at the down canyon end, while the mine proper was at the further end. The superintendent posted guards and let some of his men go to sleep.

Machine Gun Sweeps Hills.

The attack came without warning. A shot was heard on the hills south of the mine, and in an instant bullets poured into the camp from the east, south and west. The defenders returned the fire vigorously, sweeping the hills with the machine gun until its mechanism jammed and it became useless.

Superintendent Nichol stayed at his house with three companions, telephoning for aid, until the wire was cut. Then he dashed for the hill where his men were plying rifles and machine gun.

While the fire was at the hottest throngs of strikers swarmed down from the hills in the face of the rifles of the guards. Dashing into the mine buildings they applied torches and oil. In a moment red flames and black smoke gave evidence of the destructive work of the strikers.

As the flames cracked and the timbers crashed, the firing continued incessantly. Smoke of gunpowder mingled with that from the burning buildings. The vicious shots of the machine gun punctuated the crackling of the flames.

When the fired buildings had almost been reduced to ruins, the strikers, at about 10 o'clock, slackened the fire, and twenty vanished into the hills in the direction of Trinidad.

During the hottest of the fighting three Greeks were seen to tumble down the hillside.

Newspaper Men Arrive.

A party of newspaper men in an automobile carrying a white flag entered the ruined camp shortly before noon. They were the first persons from outside to reach the place, and received the first detailed account of the battle. When the newspaper car drove into the camp, past the still blazing tipple, the correspondents were greeted by the defenders, who swarmed from their refuge and surrounded the machine.

Dr. W. P. Woods, the company physi-

(Continued on Page Two.)

The Weather

Forecast till 7 p. m. Thursday:

For Omaha, Council Bluffs and Vicinity—Mostly cloudy, not much change in temperature.

Temperature at Omaha Yesterday.

Hour.	Temp.
5 a. m.	41
6 a. m.	40
7 a. m.	39
8 a. m.	40
9 a. m.	41
10 a. m.	42
11 a. m.	43
12 m.	44
1 p. m.	45
2 p. m.	48
3 p. m.	50
4 p. m.	51
5 p. m.	52
6 p. m.	51
7 p. m.	50
8 p. m.	49

Comparative Local Record.

	1914.	1913.	1912.	1911.
Highest yesterday	52	76	62	78
Lowest yesterday	39	48	45	59
Mean temperature	46	62	54	68
Precipitation	.00	.00	.02	.97

Temperature and precipitation departures from the normal:

Normal temperature	56
Deficiency for the day	10
Total excess since March 1	83
Normal precipitation	.13 inches
Deficiency for the day	.13 inches
Total rainfall since March 1	4.65 inches
Excess since March 1	.38 inch
Excess for cor. period, 1913	1.76 inches
Deficiency for cor. period, 1912	.46 inch

Reports from Stations at 7 P. M.

Station and State of Weather.	Temp. 7 p. m.	High-est.	Rain-fall.
Cheyenne, rain	40	44	.36
Davenport, cloudy	50	56	T
Denver, part cloudy	52	60	.08
Des Moines, cloudy	50	52	.00
Lander, cloudy	36	40	.88
Omaha, cloudy	50	52	.00
Pueblo, cloudy	44	46	.12
Rapid City, cloudy	40	42	.10
Salt Lake City, clear	52	56	.06
Santa Fe, cloudy	60	62	.00
Sheridan, part cloudy	44	46	T
Sioux City, part cloudy	48	52	.00
Valentine, cloudy	46	48	.00

T indicates trace of precipitation.

L. A. WELSH, Local Forecaster.

Tveitmoe, Houlihan and Bernhardt Are Granted Rehearing

CHICAGO, April 29.—The United States circuit court of appeals today granted the petition of the government for a rehearing of the appeals of Olaf A. Tveitmoe, Richard H. Houlihan and William Bernhardt, labor leaders convicted in the dynamite conspiracy trials in Indianapolis and granted a new trial by the court of appeals.

The court also directed that arguments on the petition for a rehearing be set for May 16 and that counsel for all the defendants in the dynamite cases appear in court that day.

With the order granting the rehearing in the case of three of the labor leaders was another order denying the petition for a rehearing filed by William Shupe of Chicago and Peter J. Smith and George Anderson of Cleveland. In its petition for a rehearing of the appeal of Tveitmoe, Houlihan and Bernhardt, the government contended that ample justification for a verdict of guilty had been shown against each of the three in the trial in Indianapolis. Counsel for the defendants insisted that the government was debarred from asking for a reversal of the finding of the reviewing court.

The order of the court of appeals directing the presence of all the men found guilty in the dynamite trials whose cases are now before the court was interpreted today as indicating that the court will either direct that they be taken directly to the Leavenworth penitentiary to finish their sentences or that a mandate will be issued by the court of appeals directing the Indiana district court to execute its sentence on the twenty-four defendants who were released on bonds after the court of appeals took jurisdiction of the case.

Captain Griffiths Arrested In Oakland

OAKLAND, Cal., April 29.—Captain Joseph H. Griffiths, U. S. A., of the quartermaster corps, who fled April 4 from a Seattle court-martial on charges of embezzling $8,000 of government funds, was arrested here today by Lieutenant Colonel Arthur W. Yates, quartermaster corps, after a week's search in Oakland and San Francisco. The prisoner was placed under guard to await removal to the Presidio.

Captain Griffiths was suspended summarily from duty in Seattle and ordered confined to his quarters March 17 by Major Hugh J. J. Gallagher, after the discovery of an apparent shortage of $8,000 in his accounts. His trial was to have begun April 6.

Griffiths was posted as a deserter and a reward of $50 offered for his arrest. It is expected that he will be tried on the old charge and the additional one of violating parole while under arrest. He is said to have lost the money in timber speculation in Oregon.

When Captain Griffiths was taken into custody a ticket for Sydney, Australia, on the steamer Tahiti, which sails today from San Francisco, was found in his possession.

I. T. U, Ballots Held Back by Injunction

INDIANAPOLIS, April 29.—A temporary restraining order enjoining officers of the International Typographical union from sending out the ballots for the biennial election to be held in May was issued by the Marion county circuit court today upon application of Charles E. Hawkes, a member of New York local No. 6. The order is made returnable on May 2, the day after the ballots were to have been mailed.

Hawkes was a candidate for the nomination for president of the organization, but the announcement of successful candidates made some time ago from the headquarters of the International Typographical union had said M. G. Scott, local No. 6, New York, was the only candidate who had been nominated.

Mother and Daughter Saved by Neighbors

Mrs. W. E. Drinkel, 2711 Franklin street, together with her 5-year-old daughter, Georgia, was nearly suffocated from the smoke of a fire while they were asleep. The blaze started while both were asleep and originated from a defective flue. The daughter is suffering from an attack of pneumonia.

Neighbors saw the blaze in time and after rescuing Mrs. Drinkel and daughter, notified the fire department, which put out the blaze. The damage to the property will amount to about $500.

BOARDS OF EDUCATION TO CONFER AT LINCOLN

PLATTSMOUTH, Neb., April 29.—(Special.)—At a preliminary meeting of the members of school boards from various cities of Nebraska, held at Lincoln, April 21, the sentiment was unanimous that much good could be accomplished by the exchange of ideas between school boards over school problems and betterments.

A convention of school board members was called to meet at the Commercial club rooms in Lincoln on Thursday to organize a state association of city school boards. This call is addressed to individual members of, and to boards of education in all cities and districts having population entitling them to six members on the board.

BOWEN DECLARES BORDER MEXICANS BAD "HOMBRIES"

How Mexican outlaws across the California border executed three other Mexicans, who had long been naturalized American citizens, when the latter tried to rescue the daughter of one of their number from Mexican white slavers, was narrated to local federal officers by Special Agent John M. Bowen of the Department of Justice at Los Angeles. He was in the city for a few hours to confer with Special Agent Eberstein, who has charge of white slave investigations in this territory. Mr. Bowen said that the atrocities of Mexicans along the border were frightful. The girl victim in the case he mentioned was rescued later, and the guilty parties were brought to justice by the government.

MINERS BURIED BY AN EXPLOSION BELIEVED LOST

Nearly Three Hundred Men Were Entombed in Two West Virginia Mines.

SIXTY-SEVEN RESCUED ALIVE

Bodies of Eight Men Recovered from Smaller Workings.

NUMBER MISSING PLACED AT 178

Mine Officials Say There is Little Possibility Any Are Alive.

SHAFTS ARE BADLY CHOKED

Rescue Parties Hope to Reach Main Level Soon.

RESCUE CAR FROM BLUEFIELDS

Workmen's Compensation Law in Effect, Which Will Provide Something for Families of the Buried Men.

ECCLES, W. Va., April 29.—Eight bodies have been recovered from shaft No. 6 of the New River Collieries company, which, with shaft No. 5, was wrecked by an explosion yesterday. Sixty-seven were taken out alive. There are no more men in No. 6. One hundred and seventy-ehigt are buried in No. 5, and officers of the company expressed the opinion today that none could escape.

A rescue party was dropped down shaft No. 5 and got within 129 feet of the bottom. There the progress of the cage was stopped by broken timbers and a heavy fall of earth. Work was commenced clearing away the debris, and it was thought the bottom could be reached in a few hours. oN gas was detected on this level.

Work Desperately.

Government, state and volunteer rescuers worked desperately to subdue the flames in the mines. The depth of the two main shafts is 600 feet and the mines are connected underground. There are two other shafts into the mines, but the explosion totally wrecked three of the four.

One Mine Shut Off.

The lone entrance leads into mine No. 6 and by means of it the rescues were made. No. 5 mine apparently is completely shut off and rescuers hold little hope of reaching the large number of men in time to save them.

The New River collieries last night ordered two carloads of coffins.

The present mine disaster is the first of considerable extent in West Virginia in several years. It promises to be second only in fatalities to the Monongah horror in December, 1907, when 366 miners lost their lives.

Compensation Law in Force.

While the loss of life here will be heavy there is a relief for the families of the victims that was not in force when former disasters occurred. The new workmen's compensation act provides $20 a month for the widows of the dead and each of the surviving children not to exceed three, is entitled to $5 a month.

A thorough search of mine No. 6, has failed to disclose the thirteen men known to be in that operation. It is believed their bodies will be found under debris.

This little mining community of 1,500 persons was shaken by the muffled rumbling of the explosion, which brought the entire population to the tipples.

Superintendent Thomas Donaldson, an experienced miner, and an expert rescue crew, were immediately lowered into a shaft.

Of the bodies recovered two are Americans. A large portion of the miners employed are Americans.

A United States government rescue car reached the mines from Bluefield, W. Va., at 5 o'clock.

The New River Collieries company is connected with the Guggenheim interests.

Four Burned and Several Missing in Portland Fire

PORTLAND, Ore., April 29.—Four bodies were recovered from the ruins of a block of old frame dwelling houses on the east side, which were burned today. A number of persons are unaccounted for and a further search, it is believed, will reveal other bodies. Several persons were injured, two seriously. Three horses were burned to death.

The fire started in the house of G. T. Smith and the family narrowly escaped cremation. Tenants of other houses fled in their nightclothes. Several were hurt jumping from windows.

STATE COUNCIL OF ROYAL ARCANUM ELECTS OFFICERS

At the eighteenth session of the Royal Arcanum grand council of Nebraska, held in Omaha Tuesday, the following officers were elected:

C. H. Gerber of Lincoln, grand regent; W. C. Sundblad of Omaha, grand vice regent; E. L. Bradley of Omaha, grand orator; S. P. Bostwick of Omaha, grand secretary; E. A. Parmelee of Omaha, grand treasurer; George J. Brown of Lincoln, grand chaplain; Julius Rosenweig of Omaha, grand guide; C. S. Copeland of Omaha, grand warden; William Griffith of Lincoln, grand sentry; I. W. Teegarden of Weeping Water, grand trustee.

Thirty delegates, representing fourteen councils in the state, attended the meeting. Membership of the order in Nebraska was reported to have been 1,660 on March 31, showing a net gain of sixteen members during the last year. Richard T. Baden of Baltimore, Md., attended the sessions as deputy supreme regent and installing officer.

Off for War

Drawn for The Bee by Powell.

FRANK LEHMER IN VERA CRUZ

Omahan Arrested by Mexican Federal Soldiers Released.

TWEEDIE PERSUADES HUERTA

British Naval Officer Secures Release of Americans in City of Mexico—Transport Will Be Sent to Meet Them.

VERA CRUZ, April 29.—Commander Tweedie of the British cruiser Essex, who went to Mexico City several days ago to intercede for foreigners held in the capital, returned here late yesterday and reported that his mission had been successful.

President Huerta, Minister of War Blanquet and Foreign Minister Portillo y Rojas assured Commander Tweedie they would release all American prisoners and that all Americans desiring to do so might leave via Puerto Mexico, but that the trains on which they would go would not be provided with escorts.

The train on which Commander Tweedie returned to Vera Cruz picked up American refugees from various interior points who were assembled at Soledad.

The total number of Americans who had been imprisoned in Cordoba and who were brought here yesterday was 113. Among them were those who earlier yesterday had been reported as dead.

From Mexico City comes the report that one American was killed in front of the Hotel Isabel by a mob a few days ago. His name is not known here.

Lehmer Tells of Experience.

F. W. Lehmer, a ranch manager from Tuxtepec, whose home is in Omaha, and who was on his way to Vera Cruz for a visit, not knowing of the developments here, was picked up at Tierra Blanca by federal soldiers.

"I was placed with ten others in a train which was left standing over night surrounded by a mob which continually threatened to attack us," he said. "The guards ate up everything available on the train, compelling us to go hungry. At every station up to Cordoba on the following day similar crowds looted the train and threatened us.

"While being taken through the streets of Cordoba a squad of young volunteers who had just been presented with a flag swept down on us. This happened at the corner where the municipal palace is located or we would not have escaped as well as we did. As it was, I was hit on the head with a flagstaff, and a man walking beside me was struck on the head with a rock. His scalp was badly cut.

"It was due to the fine conduct of the Mexican colonel that we ever reached the palace. He rushed from the door with a squad of police and soldiers and plunged into the crowds, scattering them and surrounding us.

"Once in the palace we were lodged upstairs, in front of the jefe politico's office, but all night a mob continued to yell, and several times we thought they would break in and get us. This colonel and his men stood by us, though, with guns ready for business.

Six Days in Penitentiary.

"Later we were put in the penitentiary which is in the same building, and for six days we slept on the stone flagging. There were two women in the party; one with a little baby. We were allowed to send out and buy blankets and managed to get enough to eat, such as it was.

"Monday we were placed on a train and brought down to Soledad. We spent that night on the tracks. There was one passenger coach left for us and in this the women and children slept, the rest of us sleeping on the ground.

"About 11 o'clock Tuesday morning Tweedie's train arrived. The officers were not going to let us board it, but Tweedie refused to let the train go without us. When we arrived at the break in the tracks there were bunches of Mexican soldiers lying in the bushes

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Navy Department Sharply Criticized by Senator Fall

WASHINGTON, April 29.—Criticism of the Navy department's withdrawal of the warships from Tampico was voiced in the senate today. Senator Fall of New Mexico presented telegrams from refugees at Galveston describing conditions at Tampico. An effort by Senators Reed and Gore to prevent the reading of the telegrams failed.

The communications stated the American vice-consul at Tampico narrowly escaped lynching and declared the State department was withholding information as to the situation there. The secretary of the navy was vigorously criticized.

"Do I understand," asked Senator Brandegee, "that American citizens were forced to take refuge on British and French warships while our vessels were nine miles away?"

"Yes," replied Senator Fall. "Our vessels were riding at anchor nine miles away, while British and German ships were protecting our citizens."

Canal Tolls Repeal Bill Is Amended and Reported to Senate

WASHINGTON, April 29.—The house bill to repeal toll exemption for American ships passing through the Panama canal, with the amendment proposed by Senator Simmons, declaring that by repealing exemption the United States waived no sovereign rights over the canal, was reported to the senate late today without recommendation by the committee on interoceanic canals.

The vote on the motion to report with the Simmons amendment was made by Senator Thomas and was carried—8 to 6. A motion by Senator Bristow to report the house bill adversely was lost—8 to 5. The substitute proposed by Senator Walsh allowing the question to be decided by the United States supreme court was defeated—8 to 6.

The vote on the Simmons amendment was: Ayes—Simmons, Brandegee, Crawford, Owen, Thomas, Thornton, Walsh, Chilton. Nays—Borah, Bristow, O'Gorman, Page, Perkins, Shields.

FOURTH-CLASS POSTMASTERS EXAMINATIONS ARE FIXED

(From a Staff Correspondent.)

WASHINGTON, April 29.—(Special Telegram.)—Under an order issued by the United States Civil Service commission, competitive examinations to fill 163 fourth-class postmasterships throughout South Dakota will be held in June in various towns in the state, the first examination to take place at Tyndall, June 1, and the last at Bison, June 27, with one examination June 30 to be held at Pipestone, Minn.

T. L. Combs of Omaha, representing the jewelers, is in Washington to appear with others before the interstate and foreign commerce committee at the hearings to commence tomorrow on the bill to prevent discrimination in price and to provide for publicity in prices to dealer and to the public.

E. H. Mayes of South Omaha was accompanied to the Agricultural department today by Congressman Lobeck on matters relating to hog cholera serum.

SUBCONTRACTORS ON COURT HOUSE GIVEN THE VERDICT

A verdict for the defendants was returned in the United States district court in the case of the Northwestern Terra Cotta company against Caldwell & Drake, the court house contractors. The terra cotta company had sued for $2,000, which Caldwell & Drake had withheld as penalties in settling for a subcontract on the ground that the terra cotta company had not finished its work within the time limit.

BRYAN APPEALS TO REBELS

State Department Asks Them to Neutralize Oil Fields.

CONSTITUTIONALISTS CONFIDENT

Recent Successes Induce Insurgent Leaders Capital Will Soon Be in Their Hands.

WASHINGTON, April 29.—In view of the very serious situation at Tampico, where the town is in danger by the rapid accumulation of undistributed oil from the great wells nearby, the State department has appealed to the constitutionalists in this vicinity to agree to an neutralization of the territory, including the oil fields and tanks. The British legation in the City of Mexico is at the same time making an effort to induce General Huerta to join in this scheme of protection.

Rebels Ready to Advance.

CHIHUAHUA, Mexico, April 29.—Recent constitutionalist successes, notably the capture of Monterey and the further defeats said to have been inflicted on retreating federals in engagements between Monterey and Saltillo by the rebel forces have induced a widespread feeling among the heads of the constitutionalist army that Mexico City soon will be in their hands.

It is asserted by them that the re-establishment of the embargo on arms along the Texas border will not cramp the operations of General Villa's army against Saltillo and other points. There is a feeling of confidence that Villa has sufficient ammunition to conduct operations until Tampico is taken by the constitutionalists, giving the rebels a port exempt from the operations of the embargo. There is a deep seated impression here that the fall of Tampico cannot be long delayed.

Hospital arrangements provided for Villa's soldiers are excellent. There are a number of American contract surgeons in the service and the work of the physicians has been rendered exceptionally effective because they have been able to direct their entire attention to the wounded. Villa's army seems to be extraordinarily immune from the camp disease common to many armed forces.

Tunnel Way Out of Stockade.

SAN DIEGO, Cal., April 29.—Forty-eight Mexican prisoners in the army detention camp at Fort Rosecrans escaped last night by digging a tunnel under fences and barbed wire entanglements a distance of seventy yards. At noon today only seventeen of them had been recaptured.

It is expected that many of the fugitives will find their way across the line into Lower California in spite of the patrol of American troops at the principal border points.

The dash for freedom was led and directed by a pure-blood Yaqui Indian, who is a mining engineer and he is among those who have been recaptured.

The work on the tunnel, which was cleverly concealed, began two months ago, according to the recaptured prisoners, and the entrance was covered by a stove in a cook tent, and the main part was ten feet under ground.

Embargo Is Strengthened.

DOUGLAS, Ariz., April 29.—Orders received at the local customs house greatly increasing the scope of the embargo on shipments of goods into Mexico were placed in effect today. The new orders, it is said, prevent the exportation into Mexico of practically everything except the actual food necessities of life. No blasting powder, fuel oil, coal or coke may be shipped through, and it is said the order will prevent plans of mine owners to resume operations in Mexico if there should be no immediate break in the Mexican situation.

It is said here this order will have a serious effect on the Mexican residents of mining camps in Sonora, who have been thrown out of work by the closing of the properties. The food supplies in the camps near the border is said to be ex-

(Continued on Page Twelve.)

REBEL IS READY TO CONFER WITH INTERMEDIARIES

Carranza Notifies South American Envoys of Acceptance of Principals.

PEACE PROGRAM IS BROADENED

Negotiations Now to Compose Entire Mexican Situation.

ARMISTICE PROPOSAL IS MADE

Will Be Submitted to Constitutionalist, it is Understood.

UP TO U. S. AND DICTATOR

Mediators Make First Request to Wilson and Huerta.

WOULD PREVENT HOSTILITIES

Indications that Proposition Will Be Accepted by United States—European Power Quizzed by Diplomats.

WASHINGTON, April 29.—General Venustiano Carranza, head of the Mexican constitutionalists, late today notified the Latin-American intermediaries of his acceptance of the principle of mediation in the difficulty between the United States and Mexico. He expressed willingness to confer on the subject.

This announcement was made by Secretary Bryan upon being informed by the three South American envoys. The introduction of General Carranza and the constitutionalists' cause into the negotiations broadens the peace program to an effort to compose the entire Mexican situation. It is understood that a proposal for an armistice, which has already been submitted to the United States and General Huerta now will be presented to General Carranza.

BERLIN, April 29.—The Lokal Anzeiger

Approach Foreign Powers.

BERLIN, April 29.—The Lokal Anzeiger says: "The South American mediators have approached the European powers, it was learned in diplomatic circles today, with the request that those nations exert influence on President Wilson to have him make conditions which would render the success of the negotiations possible."

ENVOYS ASK FOR ARMISTICE

Mediators Make First Request to Wilson and Huerta.

WASHINGTON, April 29.—An armistice in the difficulties between the United States and Mexico has been asked of this government and General Huerta by the South American envoys who have undertaken to avert war through mediation. Ambassador Da Gama of Brazil today notified Secretary Bryan that this had been determined on as the next step in the negotiations, and General Huerta also had been notified.

The proposal for an armistice was communicated to President Wilson from the State department by telephone. Though no announcement has been made, it was authoritatively learned that this government would accept the conditions, provided assurances are given that, in addition to a halt in military operations, there would be no civil uprisings against American citizens or other "untoward" incidents which might prevent peace.

Huerta is Notified.

After an hour's conference today the mediation envoys, Mr. Da Gama, Mr. Naon of Argentina and Mr. Suarez of Chile, determined that further negotiations necessarily must proceed without warlike interference and Ambassador Da Gama went to the State department to acquaint Secretary Bryan of the course thus far taken in the peace plans. The Brazilian minister in Mexico City also was notified and he communicated the information to General Huerta.

The communication addressed to both governments by the mediation envoys formally requests each government to declare an armistice. It was pointed out by officials here that, in all probability, the United States would accept the proposal, from the fact that this government has not realized that a state of war exists in Mexico insofar as the operations of the United States are concerned.

Despite this fact it was believed that the Washington government would not put any barriers in the path of the progress of mediation, particularly at such any early stage of the negotiations. Officials here also believed that General Huerta would accept the first proposal.

Rebels Not Mentioned.

The proposal for an armistice, it also was learned, does not include any reference to the constitutionalists in Mexico, the United States and Huerta merely being called on to cease active operations pending further mediation proposals. Consideration of the constitutionalists' position, it was stated, probably

(Continued on Page Twelve.)

Well Bought is Half Sold

Merchandise that is well bought does not linger long on the store shelf. It does not stare the retailer in the face and keep him awake nights.

Nowadays, the wide-awake retailer picks his merchandise with the idea of making a quick turnover.

The public today is an informed public — and knows, through reading newspaper advertising, just what it wants.

Efficiency, speed and economy to the retailer, and service and satisfaction to the customers, are assured in stores where up-to-date advertised brands of merchandise are shown.