COLORADO

Drawn for The Bee by rowers

Sent to Meet Them.

not be provided with escorts.

who were assembled at Soledad.

terday had been reported as dead,

ago. His name is not known here.

federal soldiers.

train and threatened us.

and surrounding us.

guns re-iy for business.

Six Days in Pentientiary.

and brought down to Soledad. We spent

that night on the tracks. There was one

(Continued on Page Twelve.)

of us sleeping on the ground.

The total number of Americans who had

been imprisoned in Cordoba and who

were brought here yesterday was 11%

Among them were those who earlier yes-

From Mexico City comes the repor

Lehmer Tells of Experience.

SINGLE COPY TWO CENTS.

THE WEATHER.

VOL. XLIII-NO. 237.

OMAHA, THURSDAY MORNING, APRIL 30, 1914—TWELVE PAGES.

Off for War

### MINEGUARDS AT FORBES KILLED: TIPPLE BURNED

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

NORTHERN DISTRICT IS QUIET

at Canon City.

Six Wounded in Tnesday's Fight. One of Whom Will Die-Work of Granteing Citizen Volunteers Continues.

PORBES, Colo., April M.-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 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, the property. The machine gun owned by the company was mounted on a hill north of the camp.

narrow canyon for a distance of more placed under guard to await removal to was thought the bottom could be reached than a mile. The tipple, engine house the Presidio. and office stood at the down canyon end. and let some of his men go to sleep.

Machine Gun Sweeps Hills.

The attack came without warning. A have begun April 6. and it became uscless.

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 I.T. U, Ballots Held 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

As the flames cracked and the timbers crashed, the firing continued incessantly. Smoke of gunpowder mingled with that

crackling of the flames. been reduced to ruins, the strikers, at day after the ballots were to have been about 10 o'clock, slackened the fire, and mailed. twenty vanished into the hills in the direction of Trinidad.

During the hottest of the fighting three hillside.

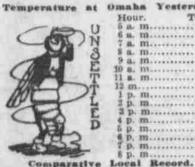
Newspaper Men Arrive.

A party of newspaper men in an automobile carrying a white flag entered the ruined camp shortly before noon. They ruined camp shortly before noon. They were the first persons from outside to Mother and Daughter 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,



Comparative Local Record. 1914, 1912, 1912, 1911, 52 76 62 75 39 48 45 56 45 54 .00 Lowest yesterday Mean temperature Precipitation .....

Temperature and precipitation deparres from the normal tures from the normal:
Normal temperature
Deficiency for the day
Total excess since March 1...
Normal precipitation
Deficiency for the day
Total rainfall since March 1...
Excess since March 1...
Excess for cor. period, 1913...
Deficiency for cor. period, 1912... March 1., 4.65 inches Reports from Stations at 7 P. M. of Weather. 7
Cheyenne, rain
Davenport, cloudy
Denver, part cloudy....
Des Moines, cloudy
Lander, cloudy
Omeha, cloudy Temp. High- Rain-7 p. m. est. fall. ... 40 44 .36 ... 50 56 7

Rapid City, cloudy
Sait Lake City, clear
Sante Fe, cloudy
Sheridan, part cloudy
Sloux City, part cloudy
Valentine, cloudy 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 rebearing of the appeals of Olaf A. Tveltioe, Richard H. Houlthan and William Seven Defenders and Three Strikers Bernbardt, labor loaders convicted in the Nearly Three Hundred Men Were dynamite conspiracy trials in Indianapolis and granted a new trial by the court of

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 n court that day.

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 or a rehearing of the appeal of Tveitmoe, Houlihan and Bernhardt, the govrnment 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. recting 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 finlah their sentences or that a mandata 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

Joseph H. Grifflins, U. S. A., of the and officers of the company expressed quartermaster corps, who fled April 4 the opinion today that none could escape. from a Seattle court-martial on charges No. 5 and got within 129 feet of the botnumbering forty and prepared to defend of embezzling \$8,000 of government funds, was arrested here today by Lieutenant Colonel Arthur W. Yates, quartermaster was stopped by broken timbers and a corps, after a week's search in Oakland heavy fall of earth. Work was com-The Forbes camp extends through a and San Francisco. The prisoner was menced clearing away the debris, and it

Captain Griffiths was suspended sumwhile the mine proper was at the further marily from duty in Scattle and ordered The superintendent posted guards confined to his quarters March 17 by Major Hugh J. J. Gallagher, after the discovery of an apparent shortage of the \$8,000 in his accounts. His trial was to depth of the two main shafts is 600 feet

shot was heard on the hills south of the | Griffiths was posted as a deserter and mine, and in an instant bullets poured a reward of \$50 offered for his arrest. mines, but the explosion totally wrecked into the camp from the cast, south and It is expected that he will be tried on west. The defenders returned the fire the old charge and the additional one vigorously, sweeping the hills with the of violating parole while under arrest. timber speculation in Oregon.

house with three companions, telephoning custody a ticket for Sydney, Australia, hope of reaching the large number of for aid, until the wire was cut. Then he on the steamer Tahiti, which sails today men in time to save them. dashed for the hill where his men were from San Francisco, was found in his possession.

# Back by Injunction

INDIANAPOLIS, April 29 .- A temperary 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 from the burning buildings. The vicious by the Marion county circuit court today shots of the machine gun punctuated the upon application of Charles E. Hawkes, member of New York local No. 6. The When the fired buildings had almost order is made returnable on May 2, the

Hawkes was a candidate for the nomination for president of the organization, but the announcement of successful can-Greeks were seen to tumble down the didates 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.

# 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 Four Burned and

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

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 STATE COUNCIL OF ROYAL 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

school boards over school problems and

#### members on the board. **BOWEN DECLARES BORDER**

**MEXICANS BAD "HOMBRIES"** How Mexican outlaws across the Cali-American citizens, when the latter tried cial Agent John M. Bowen of the Department of Justice at Los Angeles. He was in the city for a few hours to confer charge of white slave investigations in ing. tice by the government.

### MINERS BURIED BY AN EXPLOSION BELIEVED LOST

Entombed in Two West Virginia Mines.

SIXTY-SEVEN RESCUED ALIVE

With the order granting the rehearing Bodies of Eight Men Recovered from Smaller Workings.

Anderson of Cleveland. In its petition NUMBER MISSING PLACED AT 178 Mine Officials Say There is Little

Possibility Any Are Alive.

SHAFTS ARE BADLY CHOKED The order of the court of appeals di- 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 Colleries company, which, with shaft No. 5, was wrecked by an explosion yesterday. Arrested In Oakland Staty-seven were taken out alive. There are no more men in No. 6. One hundred OAKLAND, Cal., April 29.-Captain and seventy-ehigt are buried in No. 5, tom. There the progress of the cage in a few hours, oN gas was detected or this level.

Work Desperately, Government, state and volunteer rescuers worked desperately to subdue Omahan Arrested by Mexican Fedflames in and the mines are connected underground There are two other shafts into the TWEEDIE PERSUADES HUERTA

three of the four. One Mine Shut Off. The lone entrance leads into mine No. machine gun until its mechanism jammed He is said to have lost the money in 6 and by means of it the rescues were made. No. 5 mine apparently is com-Superintendent Nichol stayed at his When Captain Griffiths was taken into pletely shut off and resource hold little

> The New River colleries last night ordered two carloads of coffina. of considerable extent in West Virginia in several years. It promises to be seclost 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

Of the bodies recovered two are Amercans. 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.

### Several Missing in Portland Fire

PORTLAND, Ore., April 29.-Four corner where the municipal palace is loa block of old frame dwelling houses on well as we did. As it was, I was hit the east side, which were burned on the head with a flagstaff, and a man today A number of persons are walking beside me was struck on the unaccounted for and a further head with a rock. His scalp was badly search, it is believed, will reveal other cut.

death. Smith and the family narrowly escaped cremation. Tenants of other houses fled in their nightclothes. Several were hurt jumping from windows.

## 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 fornia border executed three other Mexi- secretary; E. A. Parmelee of Omaha, cans, who had long been naturalized grand treasurer; George J. Brown of Lincoln, grand chaplain; Julius Rosento rescue the daughter of one of their weig of Omaha, grand guide; C. S. Copenumber from Mexican white slavers, was land of Omaha, grand warden; William narrated to local federal officers by Spe- Griffits of Lincoln, grand sentry; I. W. Teegarden of Weeping Water, grand

Thirty delegates, representing fourteen with Special Agent Eberstein, who has councils in the state, attended the meet-Membership of the order in Nethis territory. Mr. Bowen said that the braska was reported to have been 1,660 atrocities of Mexicans along the border on March 31, showing a net gain of sixwere frightful. The girl victim in the teen members during the last year. case he mentioned was rescued later, and Richard T. Baden of Baltimore, Md., atthe guilty parties were brought to just tended the sessions as deputy supreme regent and installing officer.

#### FRANK LEHMER IN VERA CRUZ Navy Department Sharply Criticized by Senator Fall eral Soldiers Released.

WASHINGTON, April 29 .- Criticism of the Navy department's withdrawal of the British Naval Officer Secures Rewarships from Tampico was voiced in lease of Americans in City of the senate today. Senator Fall of New Mexico-Transport Will Be Mexico presented telegrams from refugees at Galveston describing conditions at Tampico. An effort by Senators Reed

Tweedle of the British cruiser Easex, who telegrams failed.

that all Americans desiring to do so French warships while our vessels were protection might leave via Puerto Mexico, but that nine miles away?"

the trains on which they would go would "Yes," replied Senator Fall, "Our vessels were riding at anchor nine miles The train on which Commander Tweedie away, while British and German ships returned to Vera Cruz picked up Ameri- were protecting our citizens." can refugees from various interior points

### Canal Tolls Repeal Bill Is Amended and Reported to Senate

WASHINGTON, April 29 .- The house that one American was killed in front of the Hotel Isabel by a mob a few days bill to repeal toll exemption for American the operations of General Villa's army ships passing through the Panama canal, F. W. Lehmer, a ranch manager from emption the United States waived no sov- tions until Tampico is taken by the con-Tuxtepec, whose home is in Omaha, and ereign rights over the canal, was re- stitutionalists, giving the rebels a port who was on his way to Vera Cruz for a ported to the senate late today without exempt from the operations of the visit, not knowing of the developments recommendation by the committee on in- embargo. There is a deep seated imhere, was picked up at Tierra Blanca by teroceanic canals.

"I was placed with ten others in a the Simmons amendment was made by At every station up to Cordoba on the cided by the United States supreme court following day similar crowds looted the was defeated-8 to 6.

While being taken through the atreets was: Ayes-Simmons, Brandegee, Craw- disease common to many armed forces. of Cordoba a squad of young volunteers ford, Owen, Thornas, Thornton, Walsh, who had just been presented with a flag Chilton. Nays-Borah, Bristow, O'Gorswept down on us. This happened at the man, Page, Perkins, Shields.

#### odies were recovered from the ruins of cated or we would not have escaped as FOURTH-CLASS POSTMASTERS **EXAMINATIONS ARE FIXED**

(From a Staff Correspondent.) WASHINGTON, April 29 .- (Special Telebodies. Several persons were injured, two | "It was due to the fine conduct of the gram.)-Under an order issued by the seriously. Three horses were burned to Mexican colonel that we ever heached United States Civil Service commission. the palace. He rushed from the door competitive examinations to fill The fire started in the house of G. T. with a squad of police and soldlers and fourth-class postmasterships throughout plunged into the crowds, scattering them South Dakots will be held in June in various towns in the state, the first ex-"Once in the palace we were lodged amination to take place at Tyndall, June upstairs, in front of the jefe politico's 1, and the last at Bison, June II, with one office, but all night a mob continued to examination June 39 to be held at Pipeyeli, and several times we thought they stone, Minn.

T. L. Combs of Omaha, representing would break in and get us. This colonel and his men stood by us, though, with 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 o prevent discrimation in price and to "Later we were put in the penitentiary which is in the same building, and for provide for publicity in prices to dealer six days we slept on the stone flagging, and to the public, There were two women in the party:

sone with a little baby. We were allowed relating to hog cholers serum aged to get enough to eat, such as it

## "Monday we were placed on a train SUBCONTRACTORS ON COURT

passenger coach left for us and in this the women and children slept, the rest turned in the United States district court to resume operations in Mexico if there in the case of the Northwestern Terra should be no immediate break in the "About 11 o'clock Tuesday morning Cotta company against Caldwell & Drake, Mexican situation. Tweedle's train arrived. The officers the court house contractors. The terra It is said here this order will have a were not going to let us board if, but cotta company had sued for \$3,000, which serious effect on the Mexican residents of Tweedle refused to let the train so Caldwell & Drake had withheld as penal-mining camps in Sonora, who have been without us. When we arrived at the ties in settling for a subcontract on the thrown out of work by the closing of the break in the tracks there were bunches ground that the terra cotts company had properties. The food supplies in the of Mexican soldiers lying in the bushes not finished its work within the time camps near the border is said to be exlimit

### BRYAN APPEALS TO REBELS State Department Asks Them to

South the state of the state of

Neutralize Oil Fields. CONSTITUTIONALISTS CONFIDENT

Recent Successes Induce Insurgent Leaders Capital Will Soon Be

in Their Hands. WASHINGTON, April 29,-In view of VERA CRUZ, April 29.—Commander and Gore to prevent the reading of the the very serious situation at Tampico. went to Mexico City several days ago to The communications stated the Ameri- accumulation of undistributed oil from intercede for foreigners held in the capi- can vice-consul at Tampico narrowly es- the great wells nearby, the State departtal, returned here late yesterday and re- caped lynching and declared the State ment has appealed to the constitution- in the difficulties between the United The present mine disaster is the first ported that his mission had been success- department was withholding information aliets in this vicinity to agree to an states and Mexico has been saked of neutralization of the territory, including President Huerta, Minister of War of the navy was vigorously criticized. the oil fields and tanks. The British the South American envoys who have end only in fatalities to the Monongah Blanquet and Foreign Minister Portillo y "Do I understand," asked Senator legation in the City of Mexico is at the understand in the City of Mexico is at the understand in the City of Mexico is at the understand in the City of Mexico is at the understand in the City of Mexico is at the understand." horror in December, 1907, when 365 miners Rolas assured Commander Tweedle they Brandegee, "that American citizens were same time making an effort to induce tion. Ambassador Da Gama of Brazil would release all American prisoners and forced to take refuge on British and General Huerta to join in this scheme of today notified Secretary Bryan that this

Rebels Ready to Advance.

CHIHUAHUA, Mexico, April 29.-Recent also had been notified. constitutionalist successes, notably the The proposal for an armistice was comcapture of Monterey and the further defeats said to have been inflicted on re- State department by telephone. Though treating federals in engagements be- no announcement has been made, it was tween Monterey and Saltillo by the rebel authoritatively learned that this governforces have induced a widespread feeling ment would accept the conuitions, proamong the heads of the constitutionalist vided assurances are given that, in adtheir hands.

It is asserted by them that the re-es- American citizens or other "untoward" tablishment of the embargo on arms incidents which might prevent peace. along the Texas border will not cramp against Saltille and other points. There with the amendment proposed by Senator is a feeling of confidence that Villa has Simmons, declaring that by repealing ex- sufficient ammunition to conduct operapression here that the fall of Tampico The vote on the motion to report with cannot be long delayed.

Hospital arrangements provided for train which was left standing over night Senator Thomas and was carried—8 to 6. Villa's soldiers are excellent. There are information to General Huerta. surrounded by a mob which continually A motion by Schator Bristow to report a number of American contract surgeons threatened to attack us." he said. "The the house bill adversely was lost-8 to 5. in the service and the work of the guards ate up everything available on The substitute proposed by Senator physicians has been rendered exceptionthe train, compelling us to go hungry. Waish allowing the question to be de- ally effective because they have been able to direct their entire attention to officials here that, in all probability, the the wounded. Villa's army seems to be United States would accept the proposal, The vote on the Simmons amendment extraordinarily immune from the camp from the fact that this government

> Tunnel Way Out of Stockade. SAN DIEGO, Cal., April 29.-Forty-eight of the United States are concerned. Mexican prisoners in the army detention tured.

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 di-

rected 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 alists' position, it was stated, probably 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 E. H. Mayes of South Omaha was ac- increasing the scope of the embargo on ompanied to the Agricultural department shipments of goods into Mexico to send out and buy blankets and man- today by Congressman Lobeck on matters 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 HOUSE GIVEN THE VERDICT be shipped through, and it is said the blasting powder, fuel oil, coal or coke may A verdict for the defendants was re- order will prevent plans of mine owners

(Continued on Page Tweive.)

### REBEL IS READY TO CONFER WITH INTERMEDIARIES Carranga 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 Quissed by Diplomats.

WASHINGTON, April 29.-General Venustiano Carransa, 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 Carransa 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 ubmitted to the United States and General Huerta now will be presented to Seneral Carranza.

BERLIN, April 29.-The Lokal Anzeiger Approach Foreign Powers.
BERLIN, April 28.—The Lokal Auxelger says: "The South American mediators have approached the European powers. it was learned in diplomatic circles today, with the request that those vations 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

Witson and Huerta. WASHINGTON, April 29 .- An armistice this government and General Huerta by had been determined on as the next step in the negotiations, and General -uerta

municated to President Wilson from the army that Mexico City soon will be in dition to a halt in military operations. there would be no civil uprisings against

> 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 waritke 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 The communication addressed to both

governments by the mediation envoys formally requests each government to declare an armistice. It was pointed out by has not realized that a state of war exists in Mexico insofar as the operations Despite this fact it was believed that camp at Fort Rosecrans escaped tast the Washington government would not night by digging a tunnel under fences put any barriers in the path of the proand barbed wire shtanglements a dis- gress of mediation, particularly at such tance of seventy yards. At noon today any early stage of the negotiations. only seventeen of them had been recap- 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 proposais. Consideration of the constitution

(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.

