PAGES ONE TO TEN

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OMAHA, SATURDAY MORNING, JUNE 20, 1914-TWENTY PAGES

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# MEDIATORS ARE READY TO ADMIT PLAN IS FAILURE

Argentine Diplomat Comes to Washington to Confer with President and Secretary Bryan.

DEADLOCK OVER PRESIDENT

Administration Refuses to Yield on Stand Taken for Man Acceptable to Insurgents.

HUERTA DELEGATES ARE FIRM

Dictator's Agents Want Neutral for Provisional Executive.

BRYAN AND NAON ARE SILENT

Ambassador Probably Will Ask Sec retary if He Has Any Information that Will Make it Advisable to Continue.

stands today on the brink of failure. Only concessions by President Wilson or Huerta can save it.

While the Niagara conference halted Minister Naon of Argentina, one of the three South American mediators, returned to Washington for a conference with Secretary Bryan and probably to see President Wilson. He planned to start back to Niagara Falls tonight carrying word whether the conference shall proceed or disband.

Announcement at the White House that the president stands squarely on the principles enunciated in the statement of the American delegates seemed to make it certain that the United States will not be satisfied with anything less than the ice of a man approved by the constitutionalists to head the new provisional government. The firm attitude of the Huerta delegates for a so-called "neubreak in the deadlock.

The situation, admittedly another crisis, some sort of an official statement from lie fully, in case mediation falls, was promised

Officials closest to the president de-clared that all talk of further armed inclared that all talk of further armed intervention or of recognition of Carranza Mr. Smith Demands or Villa at this stage was unfounded. If mediation, falls the president plans te issue a statement fully informing the public on the position of the administration and outlining his future course.

The president has no plans for going before congress with any phase of the General Carranza, General Villa or any other faction in Mexico,

Break is Expected. The issue of the note of the Mexican night after it had been approved by President Wilson, admittedly has brought the mediation conference to a point where side gives way.

The Huerta delegates, standing firm for the constitutionalists, are confronted with a situation which only a modification of demands on one side can ameliorate. The general belief was that Mr. Naon had returped to Washington to use his efforts with the president and secretary of state to prevent a break. It was among the possibilities, too, that he might personally present the names of some of the men suggested for the presidency of Mexico.

Almost at the hour of Mr. Naon's arrival, a long mersage was received at the White House from the American delegates.

The cabinet assembled at the White who placed his bond at \$2,600,000. House as the news of Minister Naon's return became known. Evidently none of circuit court would appoint a receiver for the other members had heard the news the LaSalle Street Trust and Savings est. It had been planned to give over ney general, it was said that nearly 200 the entire meeting to a discussion of the persons had applied in one way or another Mexican situation. After a short stay at his hotel, Minis-

(Continued on Page Two.)

### The Weather

Forecast till 7 p. m. Saturday: For Omaha, Council Bluffs and Vicinity Fair; warmer. Omaha Yesterday.



Comparative Local Record.

Highest yesterday..... Lowest yesterday..... Mean temperature.... Precipitation Nomal precipitation. 16 inch
Deficiency for the day. 16 inch
Total rainfall since March 1. 13.06 inches
Excess since March 1. 20.06 inches
Excess for cor. period, 1913. 46 inch
Deficiency for cor. period, 1912. 3.36 inches

Reports From Stations at 7 P. M. Station and State
of Weather.
Cheyenne, cloudy.
Davenport, clear.
Denver, cloudy.
Des Moines, clear.
Dodge City, clear.
Lander, cloudy.
North Platte, clear.
Omaha, clear.
Omaha, clear. Temp. High- Rain-North Platte, clear
Omaha, clear
Pueble, partly cloudy.
Rapid City, clear
Santa Fe, cloudy
Sheridan, cloudy
Sioux City, clear,
Valentine, cloudy
"T" indicates trace o

indicates trace of precipitation.
L. A. WELSH, Local Porecaster.

# YALE WINS THE FOUR-MILE HUNDRED SIXTY

Sons of Eli Take Varsity Race from Harvard by One Foot.

Several Minutes of Conferring or Part of Judges Necessary Before it is Settled Who is the Victor.

REGATTA COURSE, NEW LONDON, Special Relief June 19.-Yale won the four-mile varsity race from Harvard today by one foot after the most sensational race that has ever been rowed over the four-mile course lieved by the judges that Harvard had won, but after several minutes of conferring the judges decided that Yale had been the victor over her rival by one foot.

The race was a guelling one from start to finish. Harvard took the lead at the HUNDREDS BURIED IN BELGIUM start and held it by maintaining a fast stroke until near the second mile, when Yale, by spurting, edged the prow of her

Nip and Tuck to Finish. Then the boys from Harvard redoubled their energies and after another mile of hard rowing the Crimson crew had a slight lead at the three-mile mark. Then it was nip and tuck to the finish. First Hill Crest mine. Little hope is held out WASHINGTON, June 19. - Mediation Yale then Harvard was out in front, but only by inches. Nearing the finish, the two crews were on even terms. Yale, show that 25 men were entombed just by twelve inches, put her shell over the line a winner.

The official time of the warstty race was: Yale, 21:16; Harvard, 2116%. Harvard defeated Yale in the second varsity race today by seven lengths. The contest was over a two-mile course from Bartlett's Point to the navy yard. The time of the winner was 11:34. Yale's, tal supplies, was expected to reach Hill

It was an easy victory for the men from Harvard. They caught the water mine state that dense clouds of black first, pushed the nose of their shell out in front, and then steadily increased their mouth. A government mine rescue car, lead, so that they finished seven lengths with trained rescue men, departed from ahead of the Yale men.

Freshmen Two-Mile Race. Harvard won the freshman eight twomile rowing race, defeating Yale by four dred coal miners were entombed in the tral" seemed to hold out no hope of a lengths. The Yale freshmen took the lead Vieille-Marihaye colliery near here, when at the start, but within four small lengths fire broke out today. Two hundred of were headed by Harvard, whose lead their comrades escaped when the alarm was discussed in the cabinet meeting and steadily grew until at the half-mile it was three lengths in the fore. Near the the president himself informing the pub- finish Yale's coxswain steered a wide course, and Harvard spurting, led over the finish line a winner by four lengths.

# Inquiry Into Bond Issue of Nicaragua

WASHINGTON, June 19 .- A telegram Mexican question, and all talk of further from Brown Brothers and Seligman & armed intervention is groundless at the Co., New York bankers, read in the senpresent time, according to officials. The ate today on presentation by Senator same, they say, may be said of reports O'Gorman and denying they had profited that the United States plans to recognize excessively by Nicaraguan bond issues, brought out a demand from Senator America have not yet begun. Smith of Michigan that the bond issues

be investigated. delegates by Senor Rabasa, and the reply resolution charging the bankers with in favor of scating the sixteen candiof the American delegates, published last large profits was incorrect and a base- dates of the administration forces, whose

After stating that he had thoroughly gents. investigated the Nicaraguan bond issues it generally is expected to fall unless one before he introduced his resolution, Senator Smith said:

"On my responsibility to the country the selection of a "neutral" for the pro- as an American senator, I allege that the visional presidency, and the American indeabtedness now sought to be validated delegates no less firm that the new ex- and imposed on the republic of Nicaragua, ecutive shall be one fully approved by is in the main fraudulent and ought not to receive the approval of the senate-

### Niblack is Receiver for Lorimer Bank

CHICAGO, June 19 .- The LaSalle Street Trust and Savings bank, which was closed by a state bank examiner last week, was placed in the hands of a receiver today. W. C. Niblack, vice president of the Chinamed for the position by Judge Windes,

Anticipating that Judge Windes in the

for the position Mr. Lucey prepared to go before Judge ter Naon went to the Argentine legation. Windes with the application. Both he and James J. Brady, state auditor, declared they favored no special individual OLD STORY BEING REPEATED for the receivership, but were content to leave that in the hands of the court.

The closing of this bank was followed by the closing of a number of smaller Institutions linked with the Lorimer-Munday bank.

developments warranted grand jury proceedings might be looked for. Charles E. Ward, whose name was

signed to personal unsecured note for \$169,925, found among the bank's assets. asserted today that he never borrowed the money. Ward was Lorimer's private secretary when the former occupied a seat in the United States senate. He was 6 a director of the bank.

### **Detectives Hunt** for \$85,000

PITTSBURGH, June 19 .- it became test editor of The Bee. known today that many detectives are searching for \$85,000 which mysteriously disappeared from a deposit box of the Colonial Trust company of this city. The loss of the money was discovered on June 8 and was not made public in order that city and private detectives could make a quiet investigation. Effforts of the officers, it was said today, have been futile and not a trace of the money has been found.

#### NUDE TORSO OF WOMAN FOUND IN MOHAWK RIVER

SCHENECTADY, N. Y., June 19 .- The nude torso of a woman was taken from the Mohawk river late today by fishermen. The head, arms and legs had been severed and the hody sewed in a sack. Police are investigating.

# PERISH IN MINE

GRUELLING RACE ALL THE WAY Sixty-Five Bodies Taken from Hill Crest in Western Canada, Where 225 Are Entombed.

OTHERS BELIEVED

or ered to Scene of Disaste, S. Canadian Pacific Railway.

on the Thames river . It was first be- NURSES AND DOCTORS ABOARD

Dense Clouds of Smoke Continue to Issue from Mouth of Place.

Two Hundred Coal Miners Reported Immured in Colliery When Fire Breaks Out-The Same Number Make Escape.

VANCOUVER, B. C., June 19 .- Bixtyfive bodies have been recovered from the for other entrapped men, as the mine has been on fire for hours. Official figures Special Train Ordered.

CALGARY, June 18.-Canadian Pacific Railway company officials directed the equipment of a special relief train here to Hill Crest mine, where 200 men are entombed. The special, carrying surgeons, nurses and a number of company officials, with a large amount of hospi-Crest mine this afternoon. Private messages received here from the wrecked smoke continued to issue from the pit Blairmore for Hill Crest

Hundred Buried in Belgium. LIEGE, Belgium, June 19.-Two hunwas given.

The fire was still raging this afternoon and every effort was being made to rescue the miners left in the pits.

## Talbot Woodmen Delegates from Iowa Are Given Seats

TOLEDO, O., June 19.-With regular administrations forces in control, sessions of the head camp Modern Woodmen of America were resumed today.

After two and one-half days' battle over credentials of regular and insurgest delegates, the triennial convention business session of the Modern Woodmen of

Of the thirty-five delegates from Iowa, the scats of nineteen were uncontested The telegram declared Senator Smith's The credentials committee today reported Was contested by t

## Two Men Killed in Tunnel in France

were killed and seven injured by a landside today in a tunnel of the new rallway from Nice to Cuneo, Italy. It is feared more people were buried beneath the debris.

#### BRANDON THOMAS. ACTOR AND PLAYWRIGHT. IS DEAD

LONDON, June 19 .- Brandon Thomas, actor and playwright, died here today aged 58. He was best known as the cago Title and Trust company, was author of "Churley's Aunt," a play which was performed many thousands of times in all parts of the world and in numerous languages.

Mr. Thomas studied civil engineering. toured America in 1885. While still on the stage he wrote many comedies and was also the author of several popular

# IN FAINTING BERTHA'S CASE

KANSAS CITY, Mo., June 19 .- (Special Telegram )-"Fainting Bertha" Libbecke, who was arrested yesterday after faintwas locked up in a padded cell.

Then get busy; write an easay for The

Bee in not more than 200 words on, "Who

is Buffalo Bill?" and send it to the con-

Third prize: \$7.50 (reserved for school

Fourth prize: \$5 (also reserved for

hildren, 16 years old and under).

Want to pick up \$15?

Here they are:

chool children).

tickets to the circus.

Second prize: \$12.50.

Chance to Pick Up Some Coin;

Want to "take the kids" to the circus? each to the circus.

riders, wild animals, tinsel three rings school with each essay.

All You Do is Write an Essay

Bill (himself) are coming to Omaha for win the third or fourth prize, and every

one day. Tuesday, June 30. The circus, child competing should send the name,

with its maze of acrobats, protty women the address, the age and the grade in

and its two calltopes; red lemonade and As to the subject, "Who is Buffalo

peanuts and Buffalo Bill, with all the Bill?" it is an easy one. The libraries

romance of the wild west, will be seen are full of books about him. Every en-

coming has aroused much interest so state there is many and many a story

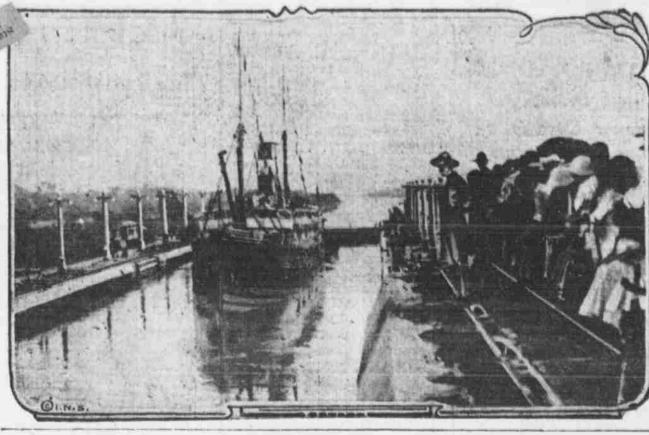
much interest in fact, that The Bee about him, for he lived here many and

has arranged this contest. The priges? many a year. So just learn all you can,

Fiften fifth prizes of two reserved scat at noon, Tuesday, June 20, and personally

# the first to go through the Panama Canal,, in the first lock, with the lock filled with

FIRST STEAMER THROUGH PANAMA CANAL-The Merchant Steamer Alliance



# HOUSE AND BARN INTO RIVER Big Steamship

Hanson Buildings Near Florence Washed Into Missouri.

HIGH WATER CUTS THE BANKS

Floodtide in Stream Undermines the Foundations of Structures and Precipitate Them Into the Big Muddy.

A house and barn belonging to a farmer amed Hanson was swept down the Missouri river Thursday when the high water caused the viver to cut its banks at a point about a mile and a half north of

Florence, just below Nathan lake. The river at this point is about 100 feet from the road, and this land is mainly used for fishing camps of river fishermen. Hanson had built the house and barn and until a short time before had lived there, farming the land. The barn was valued at \$500 and the house \$1,800.

The high water has made fishing excellent, as the river backs up into small cuts, causing the big channel catfish to go there seeking food and, as the water is shallow, they are easily landed with pitchforks. Several eighteen and twentypound cat have been caught this week.

## Moyer Begins Work on Butte Tangle Houston Rules

BUTTE, Mont., June 19.-Charles H. Moyer, president of the Western Federation of Miners, arrived here today from Denver and will attempt to bring about peace in the disrupted Butte Miners' union. James Lord of Washington accompanied Mr. Moyer.

The federation president went into consultation with J. C. Lowney, the only federation official who has been present since Sunday. Mr. Lord is chairman of the mining de-

partment of the American Federation of pulp of grapes, and defined wine to be protest she desired to take no further Labor.

as a union independent of bodies.

### PROPOSES TO REGISTER **ALL MUSIC TEACHERS**

BARATOGA, N. Y., June 18 .- The elimination of "fake" music teachers is the officially, for they received it with exon the stage for twenty-eight years. He to give instructions in any branch of tain definitions, which, however, will Twelfth Missouri district, was unseated

#### TWO BUTTE MINERS ARE CHARGED WITH RIOTING

BUTTE, Mont., June 19 .- G. Gregory up the parade of the miners' union last to the date of the decision. Saturday. They are the only men who The petition for a receiver was filed golls Jewelry company, was fined \$160 in the riots. John Nelson, a policeman, Mob Drives Negroes by Patrick J. Lucey, attorney general municipal court today. The woman be- swore out the warrants. Nelson charges of Illinois. Mr. Lucey said that if came violent and abusive in court and that Gregory and Devaney pushed him through a plate glass window.

That's worth while, isn't it? And while

sively for school children, that does not

any of the other prizes. It simply means

then alt down and write your own im-

pressions in 200 words, then address the

will appear before the office of The Bos

distribute the awards.

# Lines Ready to Use the Panama Canal

WASHINGTON, June . 18 .- Six estab lished lines already have served notice upon the Panama canal management of their intention to make regular use of the waterway. One vessel from the west coast ports of South America will be at the Pacific gates of the canal July 3, socking to make its way to Liverpool by that route and thus to initiate a fortnightly service between Liverpool and the west side of South America. An American steamship line now operating four steamers on the Pacific side and six on the Atlantic are awaiting opening of the canal to merge all ten into a regular line between San Francisco and New York.

Hawaiian sugar which has already begun to come through the canal on barges, being transhipped at either end will be carried in unbroken cargoes from Honolulu to New York Just as sooon as Governor Goethals gives the word that steamships may use the waterway.

The most ancient of British colonial bodies, the West India company of London, which was established in 1750 has expressed a desire to be represented at the official opening of the canal and its request is under consideration by the ommittee in charge of the ceremonies

# on "What is Wine"

WASHINTON, June 19 .- Secretary Houston today decided "what is wine," and made pure food ruling of far reaching importance to domestic wine makers. particularly those in Ohio and California. He prohibited the use of the name 'wine" on products made by the addition of water to the juice, pomace or "the product of the normal, alcoholic action in the matter. President Moyer said he expected to fermentation of the juice of the fresh, prevent the Butte local being reorganized sound, ripe grapes, with the usual cellar treatment.

The new decision provided that where any water is added, it is not permissible to label the product otherwise than "imitation wine." This will affect all wines made after June 12, 1914.

In view of the fact that the juice of object of proposed legislation outlined grapes in many unfavorable grape growtoday before the New York State Music ing seasons, is either too acid or too Teachers' association by John C. Freund sweet to make wine, the new decision of New York City, who urged the need will permit correction of the natural of raising the standard of the profession defects in grape musts and wines due cation act of June 7, 1906.

Inasmuch as many wine makers have prepared vintages in accordance with the department's previous rules, proand William Devaney were arrested last ceedings will not be recommended by night on warrants charging that they the department prior to June 12, 1916. were instigators of the riot which broke for wine actually manufactured prior

BOISE IDAHO, June 19.-Citizens treasurer of Lincoln county. Bower's as long as the suits are decent." wound may prove fatal, according to Twenty sixth-prizes of one ticket when the latter demanded his surrender. Edwards was caught early today at American Falls and taken back to Shothe third and fourth prizes are exclu-

#### mean that a school pupil cannot win-MOORE CONFIRMED DESPITE IOWA SENATOR'S PROTEST For the Sells Floto circus and Buffalo that no one except a achool child can

WASHINGTON, June 19.-By a vote of 23 to 18 the nomination of E. R. Moore for marshal of the northern district of Iowa was confirmed in the senate today. Iowa senators opposed it.

#### at each performance. And Buffalo Bill's cyclopedia tells his history. And in this The National Capital

Priday, June 19, 1914. The Senate.

Met at noon Authorized an investigation of charges that the senate letter paper was misused in a gold mine promotion letter to the Confest Editor of The Res And should you win a prize, remember that you will receive it from the hands of Buffalo Bill himself. The famous acout

district.

# The House

## LACK POINTS, GET DIPLOMAS

On Trains and at Hotel News Stands, 50

Twelve High School Seniors Short of Work Graduate.

COMMITTEE FIXES THE RULE Principal Declines to Sign Diplomas,

but Members of Board of Education Determine to Issue

Them Anyhow. Twelve Omaha High school graduates will receive diplomas issued over the protest of Principal Kate McHugh and without her signature. The case of these students was taken before the committee

on teachers and instructions of the Board of Education, and the committee held the students were entitled to graduate. Miss McHugh usked to be excused signing the diplomas. diplomas have not yet been prepared. Miss Moliugh's protest arose over the interpretation of a rule requiring students to take the whole year's work in "one-year studies." The teacher's committee held that the rule meant merely that the students should show good faith in taking the year's work, but that failure in the second semester did not disbar the student from graduating, provided sufficient credits had been made, and the first semester's work was satisfactory.

Turns on Thirty Points. In Miss McHugh's opinion the rule means that a pupil shall pass in the SOUTH DAKOTA PYTHIANS study the second semester and secure the full year's credits. Thirty credits are High school. The students in question do not have thirty points to their crdeit unless given full-year credit for one-

semester work Miss McHugh did not refuse to sign the diplomas, but asked that she be excused. She said that she did not understand the rule as the committee understood it and since the committee had authority to graduate the pupils over her

The twelve students were authorized by the committee to participate in the graduating exercises and were told by the committee that their diplomas would be given them as soon as they could be prepared. The question came up two or three days before graduation and the diplomas were held up pending investiga-

# G. O. P. is Unseated

WASHINGTON, June 19 .- L. C. Dyer of St. Louis, republican, representing the not apply to sweet wines made in ac- by the house late today by a vote of 147 cordance with the sweet wine fortifi- to 98. His election was contested by Michael J. Gill, democrat.

Then by a vote of 126 to 108 a resolution declaring Gill legally elected was adopted. Mr. Gill immediately took the oath of

#### **BLOOMER BATHING SUITS** APPROVED BY CHICAGO

CHICAGO, June 19 .- Bicomer bathing suits for women received the sanction of the Chicago police department today in Out of Shoshone, Idaho a statement made public by Herman Schuettler, acting chief of police. "I believe skirts a hindrance to women Shoshone, Idaho, drove all negroes out of swimming," said Schuettler. "A bloomer that town last night, after Jack Edwards, suit that is respectable and proper will a negro, while resisting arrest on a be all right. It depends on the indicharge of drunkenness, had shot James vidual. The police department does not May, the town marshal, and E. V. Bower, intend to dictate styles for bathing suits

A woman physician, arrested a year ago surgeons. After escaping from Marshal for slipping off her bathing skirt before May, the negro climbed to the top of a she stepped into the water was sponsor moving freight train and shot Bower for an ordinance submitted to the city council making bloomers compulsory for both men and women. The council declined to act, after having had the matter in hand all winter, and turned the quesion over to the police department.

#### SIOUX CITY JOY RIDER KILLED, ANOTHER HURT

SIOUX CITY, Ia., June 19.-A taxicab collecting a party of joy riders was wrecked near Sargeant Bluffs five miles south of Sloux City late tonight. Stella Greene was killed; Louis Steele driver of the car, had an arm broken and Marie Murray was bruised. Two undentified male occupants of the car escaped

#### injury. All reside in Sioux City. ARSON SQUAD TRIES TO **BURN LONDON CHURCH**

LONDON. June 19 .- An attempt to burn a church at Beckenham, a southeastern suburb of London, was made last night by Met at li s. m. Debate was resumed on the Dyer-Gill The flames were quickly extinguished section contest in the Twelfth Missouri and the damage was small-

# CHIEF OF POLICE DROP BURNS FROM HONORARY ROLL

Sleuth's Association with Body Severed Without His Name Being Brought Before Convention.

COMMITTEE USES PRUNING HOOK

Detective Fails, However, to Escape Criticism from Members Upon the Floor.

SLEUTH'S OFFICER ASSAILS HIM

Several Say Reason for Removal is Criticism of Departments.

VOTE IS AGAINST AMALGAMATION Delegates to Grand Rapids Meet Deelde Not to Affiliate with

Sheriffs and Ratiway

"Dicks." GRAND RAPIDS, Mich., June 19 .- The International Association of Chiefs of Police before the annual convention adourned today, dropped Detective William . Burns from the list of honorary members and voted against amalgamated with the National Organization of Sheriffs and

Raffway Detectives. Burns' connection with the association was severed without bringing his name directly before the convention to act upon his dismissal. A committee prepared a new honorary membership list which the convention adopted and Burns' name did

not appear among the members. The detective, however, did not escapa criticism on the floor of the convention. Burns and his firm were assailed by delegates to the chiefs' associations on the firm's stationery. Chief F. W. Hill of Chattanooga, who introduced a resolution authorizing the president of the association to take steps to prosecute nonmembers who make use of the insignia, declared that Burns had violated his rights as an honorary member of the asociation. The Hill resolution was passed. Several of the chiefs, however, said the principal reason for removing Burns from their membership was caused by criticisms he is alleged to have made concerning methods of various police departments in the United States.

Chief C. G. Kiser of Norfolk, Va., delivered an address on "The Police and the Press." He declared himself a firm believer in legitimate publicity and asserted that men in public offices in general and police chiefs in particular make a grave mistake in refusing to recognize the value of a newspapers friendship.

A bylaw providing no man can belong to the association who had been publicly charged with dishonesty or other tion in office and had been found guilty, was adopted.

# **ELECT NEW OFFICERS**

MITCHELL S. D., June 19.-(Special.)-T. M. Simmons of Huron, grand vice chancellor during the last year, was elected to the supreme office of grand chancellor Thursday morning at the session of the grand lodge of South Dakota here. Aberdeen received the unanimous choice of the delegation for the location of the convention in 1915. The Pythian Sisters, also in session here, chose Bertha A. Snyder of White Lake for a second term as grand chief, with Aberdeen as the convention location for next year. Both lodges concluded their sessions on Thursday afternoon.

Other knights elected to office were: Grand vice chancellor, Perry F. Loucks of Watertown; prelate, Charles F. Harmon of Parker; grand keeper of records and seal, W. A. Roberts of Huron; grand master of exchequer, C. A. Fountain of Clark; grand master of arms, John L. Ruckman of Aberdeen; grand inner guard, J. J. Urqubart of Valley Springs; grand, outer guard, J. M. Holter of Webster; By the Lower House stand trustee, C. V. Wilson of Mitchell, alternates to supreme representative, J. Southwick of Watertown, J. H. J. Black of Sloux Falls.

#### TORNADO WRECKS BARN-OWNER CRUSHED TO DEATH

GARDEN CITY, S. D., June 18 .- (Special.)-Caught in the ruins when his barn was blown upon him during a tornado, John Everett, a prominent farmer of Mount Pleasant township, received juries which caused his death. He had just tied his team and was turning around to proceed to his house when the tornado struck the barn, completely demolishing it. The unfortunate farmer was buried under a pile of timbers and other wreckage. He was rescued with difficulty after the storm passed. Death resuited from internal injuries.

### "By the People

for the People" "Newspapers are the only adertising medium that hold a direct commission from the people," said F. Irving Fletcher in a recent public address.

influence as they serve the public. They are published primarily

advertisements incidentally. So accustomed are newspaper readers to seeing advertising in their favorite paper that they regard it as part of the news

their money pays for.

The newspaper brings the advertising into the home. BE-CAUSE PEOPLE WANT TO READ IT. National advertisers are now finding out what local dealers discovered long ago—that no advertising will produce so much business for so little

National advertisers are invited to write the Bureau of Advertising, American News-paper Publishers Association, World Building, New York, for a booklet on "Co-operation."

money as newspaper advertis-

Newspapers are only great in to give the news and they carry