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THE OMAHA DAILY BEE

THE WEATHER
Unsettled

VOL. XLIV—NO. 7.

OMAHA, FRIDAY MORNING, JUNE 26, 1914—TWELVE PAGES.

On Trains and at Hotel News Stands, 5c. SINGLE COPY TWO CENTS.

PROMISE OF BOOM IN BUSINESS GIVEN BY THE PRESIDENT

Wilson Sees Prosperity Under "New Constitution of Freedom" in the Trust Program.

GREATEST IN NATION'S HISTORY

Executive Makes Final Answer to Opponents of Regulation and to Prophets of Evil.

'WE KNOW WHAT WE ARE DOING'

Fortunate to Obtain Advice of Men Who Understand All About It.

NO REFERENCE TO N. Y. FAILURE

Democratic Chief Speaks to Virginia Editors in White House, but Address is Meant for Country.

WASHINGTON, June 25.—"A new constitution of freedom for business" is the object of the administration trust legislation program, President Wilson declared, addressing a party of Virginia editors at the White House. He predicted the country was on the verge of a great business revival. The president added that a temporary business depression at present was sure to pass as soon as business realized that the anti-trust legislation is sure to be enacted. For ten years, the president said, business had been uneasy because of attacks on it. He contended that his administration was the first in years that had been the real friend of business, and he added that his administration was going to prove its friendship by clearing away all anxiety among business men over what was to come.

He Says He Knows.
The president spoke with great earnestness. Gesturing vigorously, he declared that through governmental agencies and through an extensive correspondence he believed the administration to be better able to judge business conditions than any one else in the country. He compared the condition of business to a man about to undergo an operation and who fears that it will be a capital one. He added that it had become apparent that only minor operations were necessary and that it would be dangerous to postpone them.

Nothing would be more unfair to business, the president declared, than to keep it guessing. He said the administration was in power by a definite program of executive legislation, and that the administration was ready and determined to go ahead with its program. During the pendency of the tariff and currency bills, he said, business shivered, but there were no serious effects. He declared there was no reason to think the result would be more serious after the anti-trust bills are passed.

No Postponement.

"Some people think the anti-trust legislation will be postponed," said the president, as he advanced step. "Well, it will not be postponed."
His laws snapped. "It will not be postponed because we are the real friends of business, and are ready to give business its new constitution of freedom."
"If we stop now there would be another long period of agitation with its resulting dangers to business. But we are going ahead with our program now, and if the reports I received are correct, it will not take us very long to finish our work."

STOUT GETS LIFE TERM FOR MURDER OF WIFE

(From a Staff Correspondent.)
LINCOLN, Neb., June 25.—(Special Telegram.)—Harvey M. Stout, the Detroit murderer, will not try the electric chair. This morning he appeared in district court and changed his former plea of not guilty to the charge of murder in the first degree, to guilty of manslaughter, and was sentenced to life imprisonment.

Stout killed his wife and wounded her sister by shooting on a Burlington train in the Lincoln yards, about a month ago and then nearly ended his own life by cutting his throat.

The Weather

Forecast till 1 p. m. Friday:
For Omaha, Council Bluffs and Vicinity
Unsettled, possibly showers; not much change in temperature.
Temperature at Omaha Yesterday:
Temperature at Hours. Deg.
5 a. m. 68
6 a. m. 68
7 a. m. 68
8 a. m. 68
9 a. m. 68
10 a. m. 68
11 a. m. 68
12 m. 68
1 p. m. 68
2 p. m. 68
3 p. m. 68
4 p. m. 68
5 p. m. 68
6 p. m. 68
7 p. m. 68
8 p. m. 68
9 p. m. 68
10 p. m. 68
11 p. m. 68
12 m. 68
Comparative Local Record.
1914 1913 1912 1911
Highest yesterday 87 90 92 98
Lowest yesterday 67 66 65 68
Mean temperature 72 73 73 73
Precipitation .10 .25 .09 .22
Temperature and precipitation departures from the normal at Omaha since March 1, and compared with the last two years:
Normal temperature 74
Excess for the day, .02
Total excess since March 1, .24
Normal precipitation .47 inch
Deficiency for the day, .37 inch
Total rainfall since March 1, 13.30 inches
Excess since March 1, .45 inch
Excess for cor. period, .45 inch
Deficiency for cor. period, 1913 4.5 inches

Reports from Stations at 7 P. M.
Station and State Temp. High-Rain-
fall. P. M. est. Fall.
Cheyenne, pt. cloudy. 74 78 .00
Denver, cloudy. 80 88 .00
New Mexico, clear. 82 84 .00
Dodge City, pt. cloudy. 82 80 .00
Lander, pt. cloudy. 80 86 .00
Omaha, clear. 82 78 .00
Pueblo, pt. cloudy. 86 91 .00
Rapid City, cloudy. 86 90 .00
Salt Lake City, clear. 84 76 .00
Santa Fe, cloudy. 82 84 .00
Shelburne, clear. 74 78 .00
Verdugo, clear. 72 84 .00

H. B. CLAFLIN COMPANY FAILS

Receiver is Appointed for Big Dry Goods Firm.

MANY MILLIONS ARE INVOLVED
Company Was Backing Many Retail Stores and Had Endorsed Their Paper in Hundreds of Banks.

NEW YORK, June 25.—The vast Clafin dry goods enterprises collapsed today with the appointment of receivers in New York for the wholesale house of the H. B. Clafin company and the announcement that nearly thirty retail stores throughout the country would be closed. The liabilities of the firm are estimated at \$25,000,000; the assets at more than \$20,000,000.
Overextended credits caused the failure, the largest of its kind in the history of the country.
Though affiliated with the bankrupt firm, through stock control, the United Dry Goods companies and the Associated Merchants company, together with their stores in New York and elsewhere were not involved in the failure. It was stated their financial position was strong.
For the retail stores in the Clafin string, ancillary receivers will be named and they will remain closed pending an adjustment of the parent company's tangled affairs.

Mr. Clafin's Statement.

Unless blocked by creditors, a reorganization of the failed firm is contemplated, according to the following statement issued by John Clafin, the president:
"The unprecedented shifting of trade centers in New York has caused great loss to many interests. In the case of the H. B. Clafin company the up-town movement of business has seriously curtailed our wholesale profits and has compelled us to rely mainly on the profits from financing retail stores throughout the country. This rapidly expanding business has occasioned large capital requirements, which we have not been able to meet. A receiver has therefore become necessary pending a readjustment of the affairs of the company. A plan of reorganization for the H. B. Clafin company will soon be presented which we hope will prove acceptable both to creditors and to stockholders."

Other Companies Not Affected.

The Associated Merchants company and the United Dry Goods companies are not themselves borrowers of money. They are in exceedingly strong financial position and the success of their retail stores is assured.
A note holders' protective committee has been formed to look after the interests of the creditors. Most of the banks concerned will be represented on this committee, of which J. S. Alexander, president of the National Bank of Commerce, will be chairman.
New York banks are said to have made large advances to the Clafin company recently, with the hope of averting financial embarrassment. New York banking interests, it is understood, have agreed to offer such assistance as may be necessary to some of the independent retail stores affected.

Thirty Millions Needed.

Interested merchants were closed with J. P. Morgan and other prominent bankers day and night for the last week in an attempt to avert the failure. It is understood that \$30,000,000 was necessary.
"Mr. Morgan and others were most generous," said one who participated in the conference, "but it was a question of raising the whole amount or none at all."
Joseph B. Martindale, president of the Chemical National bank, and Frederick A. Julliard, a wholesale dry goods merchant, were the receivers appointed. They were named in the friendly proceedings and succeeding transactions caused a reaction to some extent.
John Clafin has been associated with the dry goods business for more than forty years. He is regarded as the A. T. Stewart of his time. At the age of 20 he entered the employ of his father's firm, then known as H. B. Clafin & Co. Three years later he became a member of the firm and in 1890 formed the corporation which at present is the largest and most successful of many financial and charitable organizations.
An announcement was made this afternoon that all of the so-called Clafin stores, strictly speaking, would be closed, pending adjustment of the company's affairs.

COMPUTE PER CAPITA COST OF STATE INSTITUTIONS

(From a Staff Correspondent.)
LINCOLN, Neb., June 25.—(Special Telegram.)—According to a report made by the State Board of Control, it has cost during the first six months of the current fiscal year for the fourteen institutions under control of the board, on an average of \$92.75 per month. The highest per capita cost being at the tuberculosis hospital at Kearney and the lowest at the Beatrice institution for feeble-minded.
The per capita cost of each institution is shown as follows: Beatrice feeble-minded, \$16.96; Geneva girls' school, \$28.50; Soldiers Home, Grand Island, \$19.27; Hastings asylum, \$16.72; Kearney boys' school, \$75.30; Kearney tubercular hospital, \$62.49; Orthopedic hospital, \$66.56; penitentiary, \$35.14; Filmore Home, \$17.75; Soldiers' Home, \$21.77; Nebraska City blind, \$38.83; Norfolk hospital, \$18.30; Omaha School for Deaf, \$25.19.

Wedding Breaks Up Picnic.

SHEWANANDOEA, Ia., June 25.—(Special.)—A Shewanandoea wedding broke up a Sunday school picnic yesterday. The picnic was to have been given by the Swedish Lutheran Sunday school, but Miss Elizabeth Rydberg and Elmer W. Johnson chose this for their wedding day, and so many of the church people were invited that only a few were left to attend the picnic. The picnic folk at the wedding decided to hold the picnic another day.

MILLION-DOLLAR SALE

RISE IN SALES
Over an Area of Forty Acres in Historic Massachusetts Town.

FLAMES NOT UNDER CONTROL

Child Believed to Have Been Burned to Death, but No Other Known Fatalities.

FIVE FACTORY BUILDINGS GO

Residence District is Approached by the Flames.

FIFTY HOUSES ARE DESTROYED

Mayor Hurley of City Has Turned Town House and Market House into Places of Refuge for Homeless Persons.

SALEM, Mass., June 25.—Five large factory buildings and several smaller structures were destroyed this afternoon by a fire which is still raging tonight. The fire burned over an area of forty acres in the leather manufacturing district and is still spreading. The loss is estimated at \$1,000,000. A child was believed to have been burned to death. There were no other known fatalities.
The fire, uncontrolled, is rapidly destroying a great part of the city.
The flames, having swept through the manufacturing district, are approaching the residence section. Fifty houses are now burning and more than 150 buildings in ashes. Mayor Hurley has turned the town house and market house into places of refuge for homeless families.

Putnam Landed by Officer sat Falls City

LINCOLN, June 25.—(Special.)—In the arrest of J. J. Putnam of Falls City, yesterday, federal officials believe that they have broken up a clever variation of an old scheme to defraud through the mails. Putnam was arrested at Falls City by Deputy United States Marshal Hensel, and brought to Lincoln, where he was released on bond. He is charged with conspiring to use the mails to defraud.
According to federal officials, Putnam induced Richard Martin, also of Falls City, to engage in the scheme to defraud widows in sending them fountain pens by express, collect on delivery. Martin has also been arrested and released on bond.
The scheme according to postoffice inspectors was to procure a number of country weekly newspapers, and finding an account of the death of a man, lay their plot to defraud the widow. The conspirators, it is said, would ship a cheap fountain pen, addressed to the dead man, by express, collect on delivery. At the same time, they would send a postcard addressed to the dead man. The postcard would acknowledge the receipt of a payment of \$3, and also said that "goods" had been shipped by express, collect on delivery. This postcard would be sent, ostensibly, by the "Diamond Sales Company."
According to complaints from Kansas, Nebraska, Iowa and South Dakota, the widow generally went to the express office, and paid the \$3, presumed to be a balance on the "goods."
Investigation of federal authorities is said to have proven that the fountain pens so sold, cost Martin \$3.40 a dozen, while through his "get-rich-quick" scheme, he was selling them for \$36 a dozen. The government officials say they have evidence that none of the pens was ever ordered by the dead husbands to whom they were addressed.

PAYMENT FOR GLANDERED HORSES IS IN DISPUTE

(From a Staff Correspondent.)
LINCOLN, Neb., June 25.—(Special.)—Can a certain Omaha bakery, which has had three of its horses condemned for glanders by the state veterinarian, collect payment from the state for the horses and any more of the alien ordered tested, should any of them prove to have the disease, is a question before the state department.
While Dr. Kigin made the inspection, he does not remember the name of the company owning the horses. He does not believe that the state can be held for payment for glandered horses killed on account of the wording of the new law passed by the last session, which did not repeal the section similar in the old law. The new law places the right of condemnation in the Live Stock Sanitary board, but no provision is made for the payment of claims for animals destroyed.

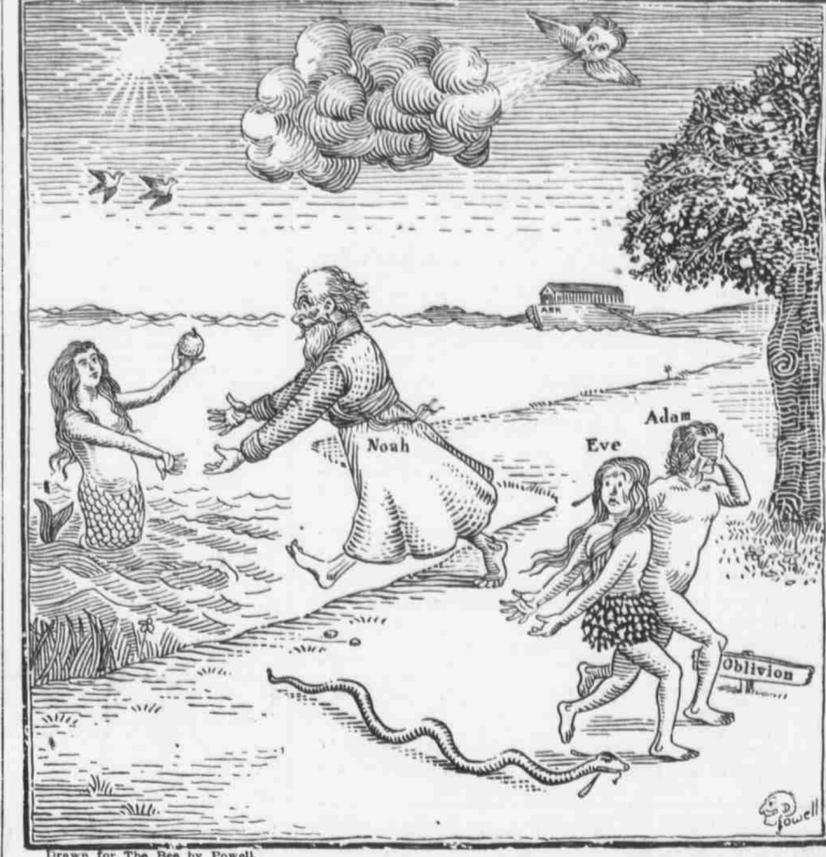
PETER J. STAFFORD DIES; WELL KNOWN OVER STATE

NORFOLK, Neb., June 25.—(Special Telegram.)—Peter J. Stafford, one of the most prominent men of north Nebraska, died at his home in this city early Thursday morning from peritonitis. An operation had been performed last Sunday morning. Mr. Stafford is survived by his widow, one daughter and five sons, among them being W. J. Stafford, cashier of the Citizens National bank, and P. F. Stafford, city clerk of Norfolk.
Mr. Stafford has been roadmaster of the Northwestern road since 1883. He was a director of several Norfolk financial institutions, and three times a councillor in Norfolk. He was born at Ashabula, O., on February 15, 1852.

IDA GOES OVER CLIFF, FOUR PERSONS KILLED

LOS ANGELES, Cal., June 25.—At the foot of a hundred-foot bluff on the ocean beach, near San Pedro, Cal., the bodies of three women and a man, victims of an automobile accident, were found today. The automobile, a new car, driven by Harry Baker, the wireless operator of San Pedro, had plunged over the bluff late last night. It was Baker's first trip in the automobile. Percy Townsend, also a wireless operator, was unconscious when found, but physicians say he may recover.

Revised Version of the Apple Story



Drawn for The Bee by Powell.
News Item: Ancient Sumerian tablet, just discovered, makes Noah instead of Adam the original sinner by succumbing to the temptation of a water god.

THREATS AGAINST MOYER

His Life Will Be in Danger if He Returns to Butte.

WILL RESIST THE FEDERATION

Members of New Union Will Fight if Any Attempt is Made by Old Organization to Assert Jurisdiction.

BUTTE, Mont., June 25.—The announcement in Helena last night of Charles H. Moyer, president of the Western Federation of Miners, that he intended to return to Butte caused a sensation here today when citizens read the interview. Men connected with the proposed vigilantes openly said that if Moyer should return to Butte without protection that his life would be in danger.
They declared that if Mr. Moyer appeared here or attempted to assert the jurisdiction of the Western Federation of Miners that certain men connected with the insurgents of the old union would again resort to armed resistance.
President Michael McDonald said that he intended to rid the new independent union of the miners of the Industrial Workers of the World. The vice-president, secretary and treasurer of the new union are acknowledged to be members of the Industrial Workers of the World.
Moyer Under Guard.
HELENA, Mont., June 25.—Unconfirmed rumors that gunmen had arrived here to kill him induced Charles H. Moyer, president of the Western Federation of Miners, to retire from public view today. He is being guarded by friends and the local authorities. The information that came to the authorities convince them, they say, that a plot was formed to do away with the Western Federation chief.
Through a friend, communication was established this afternoon with Mr. Moyer, and he put at rest the apprehensions in Butte regarding his return there now.
"I have no intention of returning to Butte at the present time," he said.
"I expect to remain in Helena three or four days and will then visit the other Western Federation locals in the state."
President Moyer emphasized the fact that the Butte Miners Union was a corporation, organized under the laws of Montana and that it had a right to hold meetings lawfully, without interference from mobs and under the protection of the state laws.
No Demand for Troops.
"I made no demand for troops at the conference," said Mr. Moyer. "I presented the situation as I have learned it since going to Butte. The city officials have not protected the people and property of Butte."
"You could not say," he went on, "that when men were forced to go down dark alleys and when people are leaving the city in fear of their lives, that Butte officials are protecting life and property."
Asked if he thought the Industrial Workers of the World were stirring up the labor troubles in Butte he replied: "Think it is I know it. The Western Federation of Miners has nothing in common with the Industrial Workers of the World."
"We do not endorse the theories, or the methods of men of that type."

APPEAL GRAND ISLAND CASE

Federal Judges Grant Right for U. P. to Control Road.

TO GIVE BOND FOR \$100,000

By Action of Court Same Conditions as Exist Now Will Prevail Pending Decision in Court of Appeals.

A distinct victory for the Union Pacific railroad was scored in United States district court yesterday afternoon, when Judges Thomas C. and William H. Munger, sitting jointly in the case brought by the minority stockholders of the St. Joseph & Grand Island railway, handed down a decree which permits that road and the Union Pacific, defendants in the suit, to give a \$100,000 supersedeas bond in place of complying with the dissolution order, while the case is being carried up to the United States circuit court of appeals for further adjudication.
By giving the supersedeas bond, which will be done today, the Union Pacific ceases having the \$1,000,000 St. Joseph & Grand Island property now controlled by it go into the hands of a receiver and pass from its control, pending the hearing on appeal. The case will be taken up by the federal circuit court of appeals at St. Louis in December.
As the result of the decree and the execution of the big bond the existing arrangements between the Union Pacific and St. Joseph & Grand Island road will continue as a former, although found by the federal court here to be in violation of congressional acts and therefore illegal. By furnishing the bond the present control of the smaller road by the Union Pacific can continue until the higher court passes on the case.

NUMBER OF MILCH COWS ON FARMS IN NEBRASKA

(From a Staff Correspondent.)
LINCOLN, Neb., June 25.—(Special.)—Nebraska had 613,000 milch cows on the farms of the state, according to the year book of the department of agriculture, issued a few days ago. Last year the number was estimated at 607,000. The milch cows were valued at \$72,250,000 on January 1, 1914, and at \$80,107,000 in 1913. Other cattle on farms and ranches were estimated at 1,883,000, valued at \$71,745,000, January 1, 1914. A year previous the number was 1,922,000, but there was an increase of approximately \$10,000,000 in value, the cattle in 1913 being valued at \$61,825,000.
Information received by the State Board of Agriculture indicates the probable increase of cattle in the state during the fall and winter of 1914-15. It is also believed that there will be an increase in the number of milch cows.

Reavis Expects to File for Congress in First District

(From a Staff Correspondent.)
LINCOLN, June 25.—(Special.)—It is the prevailing opinion around the state house that Frank Reavis of Falls City is considering the proposition favorably of entering the race for the republican nomination for congress in the first district.

Mr. Reavis was in Lincoln yesterday and talked with several and went home leaving the impression with those with whom he talked that he might file.
Should Mr. Reavis enter the race it will make seven candidates who have filed for the nomination. Two from Otoe, four from Lancaster and one from Richardson. There are still three counties which have no candidate registered, but the season will be open for a month yet and there is yet room.

WHEAT HARVEST UNDER WAY

Enormous Yield is Found from the First Fields Cut.

RAILROADS ARE PREPARED

All Are Most Optimistic and Say the Biggest Wheat Crop Nebraska Ever Produced is on the Way to Market.

The wheat harvest is in full blast in the southern tier of counties in Nebraska and by the middle of next week it is expected that cutting will begin in the northern half of the state. The yield is better than the most optimistic predicted and railroad men are placing the total anywhere between 80,000,000 and 90,000,000 bushels.
In Gage county reports to the Burlington are to the effect that some threshing has been done and in fields that have been considered only about an average, wheat has turned out as high as forty and forty-five bushels per acre.
General Superintendent D'Bernardi of the Missouri Pacific, just from Kansas City made a trip through northern Kansas last week and asserts that from there south, the wheat will practically all be cut by the end of the present week and that threshing will be well along.
Railroads to Be Prepared.
While Mr. D'Bernardi anticipates a bumper wheat crop in both Kansas and Nebraska, he is not looking for any serious car shortage, due largely to the fact that railroads are using extra efforts to get their grain carrying equipment into the winter wheat districts. The Missouri Pacific, he says, has the usual number of cars on the western lines, and in addition it is placing 3,000 boxcars at Nebraska and Kansas stations to take out the early shipments of new grain. These will be loaded and make one round trip, at least, before the heavy movement sets in. In addition to what is being done by the railroads to hurry the grain to market, farmers of both Nebraska and Kansas have adopted a new system in the way of handling their grain. They are buying steel tankage, something new for the storage of wheat. The tanks are of galvanized steel, bought in knocked down condition and put together on the farms. The tanks hold 1,000 bushels each, are rain water and dust proof and are considerably cheaper than granaries made of lumber.
Some reports of threshing have come to the Burlington and Missouri Pacific from the grain field of Johnson and Richardson counties, this state, and the yield is unprecedented. One field in Johnson is said to have yielded forty-nine and one in Richardson county forty-eight bushels per acre.
Up through the Eklhorn valley, from Fremont to Norfolk, Northwestern reports indicate that the cutting of wheat will begin not later than the middle of next week, and that the yield will be the heaviest in years.

Report by Villa.

General Villa himself gave the following account of the battle:
"After four days' hard attacks today was the decisive one. The enemy, numbering 4,000 men, was completely defeated completely by my forces which were aided effectively by General Nateras' men. Up to this moment we have 5,000 prisoners, twelve cannon, nine trains, two carloads of rifle ammunition and cannon shells and nearly 6,000 Mauser rifles and a large quantity of provisions and other munitions of war."
"The enemy who escaped went in the direction of Axuas Calientes after dynamiting the postoffice, the state treasurer's office and the stamp revenue office buildings. The explosions killed many of our men and destroyed part of the city. The dead of the enemy number about 4,000 and 2,000 wounded."
"On our part we cannot tell the losses of the battle which lasted for five consecutive days, but I think there are not more than 600 dead and 800 wounded. Among the latter are Generals Herrera and Rodriguez, who were severely wounded. Our artillery operated splendidly. The federals destroyed every fort, the last being El Grillo."

Generals Racing Toward Capital.

EL PASO, Tex., June 25.—The taking of Zacatecas by Villa troops places the

(Continued on Page Two.)

VILLA CAPTURES ZACATECAS AFTER A BLOODY BATTLE

Stronghold of Mexican Federals is Taken at Point of Bayonet at End of Four-Day Fight.

THOUSANDS DEAD AND WOUNDED

Bodies Are Lying in Heaps on Mountain Sides and in Streets of the City.

VILLA LEADS ATTACK IN PERSON

Five of His Staff Are Wounded and Many Officers Killed.

FIVE THOUSAND ARE PRISONERS

Large Supplies of Ammunition, Many Cannon, Rifles and Nine Troop Trains Fall into Hands of Victors.

ZACATECAS, Mex., June 25.—(Delayed in Transmission Over Military Wire.)—The fierce fighting on both sides and an unusually high loss of life to both federal and constitutionalist ended last night in the capture of Zacatecas by General Villa's forces. It required four days of battle to take the federal stronghold of central Mexico.
The federals under General Medina Barron defended their positions stubbornly. But they finally were overcome by the forces of General Villa and Nateras. The constitutionalist soldiers scaled hill after hill and mountain after mountain, killing and wounding thousands of federals and sustaining heavy losses themselves. So far it has been impossible to secure an accurate estimate of losses on both sides.
The heaps of dead on the mountain sides and in the city bore mute testimony of the ferocity of the fighting. General Villa was in the van of the attacking party. Five members of his staff, accompanying him, were wounded. The number of constitutionalist officers killed or wounded was unusually great. General Trinidad Rodriguez, one of the best of Villa's brigade commanders, was shot through the throat and is not expected to live.
The constitutionalists in many cases had to advance on hands and knees as those below on the steep inclines passed the rifles from hand to hand. These feats were accomplished under heavy machine gun fire. Nothing seemed to lessen the determination of Villa's troops, though the federals had thrown up trenches and redoubts on all sides. Hillsides afforded no cover for the attacking troops.
The cordons of defense gradually narrowed until the last hills on the outskirts of the city fell into the hands of Villa's men.

Battle Lasts Four Days.

ZACATECAS, Zac., Mexico, June 25.—After four days of preliminary fighting, the final assault on Zacatecas took place yesterday resulting in the capture of the city at 7:30 p. m. The battle was the most hotly contested during the present revolution in the belief of leaders here. Fourteen thousand federals were entrenched in seemingly impregnable positions.
Five thousand prisoners, twelve cannon, nine military trains, 6,000 rifles and three carloads of cannon and rifle ammunition were captured by General Villa's troops.
The dead on the federal side, according to official figures numbered 4,000 and 2,000 wounded, while the losses to the attacking side were not stated definitely. The federals were reported to have dynamited many buildings of the city before evacuating, slaying those of Villa's troops who had occupied the buildings in the street fighting.

General Villa's Account.

General Villa himself gave the following account of the battle:
"After four days' hard attacks today was the decisive one. The enemy, numbering 4,000 men, was completely defeated completely by my forces which were aided effectively by General Nateras' men. Up to this moment we have 5,000 prisoners, twelve cannon, nine trains, two carloads of rifle ammunition and cannon shells and nearly 6,000 Mauser rifles and a large quantity of provisions and other munitions of war."
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EL PASO, Tex., June 25.—The taking of Zacatecas by Villa troops places the

(Continued on Page Two.)

The Optimist Page

Everyone likes an optimist. The advertising in The Bee is the mouthpiece of these cheery fellows.

They believe in themselves. They believe in their goods. They have faith that their prices are attractive, and their spirit of optimism runs all through their announcements.

That's why advertising is such cheerful reading. It is the message of men who do things and have joy in their life work.

They are men who have consecrated their lives to service and who prosper only to the extent they benefit you.

Read the optimist columns carefully each day and you will feel better.