

## MAN FROM EL PASO BELIEVES MEXICANS WILL FLEE TO HILLS

William E. Mix, Delegate to Advertising Convention, Describes Conditions on the Border

### "TOO COWARDLY TO FIGHT"

Here is a story of conditions along the Mexican border, told by a man who has been in the hottest of the trouble since 1910. He is William E. Mix, a tall, wiry, unburned son of Texas, who hails from El Paso, where he is in charge of the president of the National Advertising Convention. Mr. Mix left the border several days ago to attend the advertising convention in this city, and is at the Adelphi Hotel.

"A great deal of uncertainty is apparent along the border. We do not fear any concentrated attack by the Mexican forces, only occasional raids by small bands. They are too cowardly to make any open fight and I don't believe there will be a real battle during the entire conflict," said Mr. Mix this morning. He expects the Mexican forces to take to the hills and that the United States troops will have to patrol the entire country for a number of years.

Mr. Mix said: "It will take considerable time to chase the wandering bands of brigands from the hills, but the matter has been greatly simplified by the splendid response of the cattle men in Texas and mining men, who know Mexico and all its hidden trails, to lead the invading forces through the country. These men have spent a great portion of their lives among the Mexican hills and the peons. They know their traits and many of the hiding places. General Funston has also assembled the few remaining Apache Indians for trailing duty.

"Of the 71,000 inhabitants of the city of El Paso at least 30,000 are Mexicans. A large portion of these are good men and loyal to the United States, and I believe they can be depended upon in time of trouble," continued Mr. Mix. Some of the Mexicans referred to are descendants of early settlers who inhabited that section long before our Revolutionary War.

"The poor, uneducated peon for the last six years has lived with only a gun in his hand and a belt filled with cartridges. He has stolen his food. During these years they have learned to exist without working. This accounts for the constant warfare. If captured by one leader, they humiliate themselves to the new master and serve him faithfully until recaptured by a new leader. It is a sort of continuous performance. They don't know any better.

"United States troops are daily flooding the entire border. In El Paso they have occupied every vacant lot for camping purposes. This has given much confidence to the residents, and business, which has been only slightly retarded by the recent trouble, has resumed with added gusto."

"LOOK PLEASANT," CRY OF KODAK CITY AD MEN

Eastman Company Provides Cameras for Members of Rochester Ad Club

If a man suddenly pops in front of you and snaps your picture with a kodak, do not be alarmed. You'll know he's one of the Rochester ad men.

Before leaving home each of the Rochester delegation was presented with a kodak by the Eastman Company, and all the members (single) will have a fine collection of Philadelphia girls (meaning pictures only) when they return.

As this is convention week, it is permissible, many of our fair ones admit, though a little unconventional. Therefore they pose willingly when they see any of the kodak brigade from Rochester looming up before them.

The boys from Rochester had a strenuous time reaching here. The engine attached to their special stalled near Pittston and they were pushed in by the milk train. They declare, however, that it was well worth the trouble.

Speaking of this city and its features, Frank A. Wood, advertising manager of the Rochester Evening Times, said the people of Rochester were much impressed with the Ledgers of Philadelphia and regarded them as very solid publications in every way.

Clinton G. Fish, six feet two inches, is president of the Rochester organization, and is just as big in every way as his height indicates.

Four More States Ordered Off CHICAGO, June 28.—Orders issued by the Central Department of the United States Army today for the troops of Illinois, Kansas, Wisconsin and Missouri to entrain for the border as soon as each unit is mustered in and examined.

Ad Men's Chronicles

Nothing can stop an ad man when he's mad. When it comes to three ad men all mad at the same time the situation is still more serious.

Imagine the feeling of the three New York adsters when they found that two lay printers had interfered with one of their pet plans for the convention.

Getting down to brass tacks, the situation was this. They had arranged to issue a funny circular telling of some of the good things about the New York Ad Club and why it is one of the things worth while.

The ad men intended to distribute the circulars around the various hotels yesterday.

On leaving the big parade they were tired and weary after their 100-mile tramp, and went to the office of a printer on Sanson street, expecting to gather up the literature as promised.

But what they found was simply the blank paper ready for the type and nothing more. The printers, all togged out in Beau Brummel clothes, were walking about the place twirling canes.

## SACRAMENTO'S LONE BOOMER TELLS OF TRADE MART

American Shoes and Other Factory Outputs Needed, Says Editor From Manila

N. Lyons, of Manila, Philippine Islands, editor of one of the three American newspapers, the Manila Daily Bulletin, is a delegate to the advertising convention from the Manila Ad Club, and to those who will listen he unfolds a tale of neglected opportunities which ought to be interesting to American ears.

"The sale of shoes in Manila has increased 500 per cent," said Mr. Lyons. "There are 400,000 natives attending school, and as they learn they acquire the desire for footwear. But the shoes they buy are not American shoes, except in small proportion. The American shoe manufacturers are not awake to the opportunity. The shoes being sold are nearly all foreign makes. My tip to American manufacturers in this and other lines would be to cultivate the Philippine market. They prefer to buy of Americans."

## PHILIPPINE DELEGATE TELLS OF TRADE MART

American Shoes and Other Factory Outputs Needed, Says Editor From Manila

"The opportunity for necktie manufacturers is great. The natives are taking to patriotic socks and ties like a duck to water. Like all people of tropical countries, they have a taste for bright colors.

"The well-to-do natives, and the number is increasing, are going in for automobiles. It would not be stretching it to say that they are wild about them."

## "The president of the Manila Ad Club is a native, Arsenio Luz, editor of El Ideal. The club is made up of the most prominent business men of the city."

Each year the Manila club sends a delegate to the annual convention with a goodly supply of genuine Manila cigars. This year's supply was donated by the Alisanbra Cigar Factory and the Tabacalera Company.

Grapple for Child's Body

The body of Reba Schilder, 7 years old, of 222 Milton street, Camden, who is believed to have been drowned on Monday afternoon while playing on some logs, is being grappled for by the Camden police.

Knights Will Pay Soldiers' Dues

The Philadelphia Council, Knights of Columbus, met last night and arranged to pay the monthly insurance dues of all members who have started for the border, and those who enlist for service in Mexico.

## ATLANTA'S MUSICIANS WORTH MILLION EACH

At Least, So Say Georgia Ad Men Who Offer Rich Southern Melodies

The Atlanta ad men boast a \$5,000,000 quartet—four vocalists and a piano wizard chosen from the members of the Atlanta club. Their mellow Southern harmonies were first heard in this city at the general meeting of the convention Monday. Since that time they have proved one of the real musical treats of the week. From early morning to night their renditions of characteristic songs have filled the lobby of the Adelphi Hotel, where the delegation has headquarters. Busy Chestnut street pedestrians are continually stopping long enough to catch strains from the hotel.

The five members of the famed Southern musical body, it was learned, do not represent in round figures \$5,000,000. That is the value placed on their services by the Atlanta club and the residents of the city. They carry with them as many press clippings as many of the famous operatic stars. Tomorrow evening they will be heard at the charet at the Ritz-Carlton under the auspices of the Baltimore and Atlanta delegations.

It is said that these vocalists can reach in range from the lowest note on the piano keyboard to high F above high C. If this is true the famed Caruso has been outstripped by three high notes.

"The singers are under the direction of Paul Crutchfield, first tenor. According to Mr. Crutchfield, quartets in Atlanta can be counted by the hundreds. Each body of harmonists before passing through the ordinary class must pass through what is known in the South as "the alley course," namely, practicing among the street urchins and listening to the wandering vocalists who roam the side streets in Atlanta every evening.

"We get real harmony, the soft, close harmony which is successfully acquired only below the Mason and Dixon line," said Mr. Crutchfield. The \$5,000,000 quintet has been heard in vaudeville.

# The World's Most Powerful Low Priced Car 31 1/2 H.P.

ANNOUNCING THE NEW SERIES

\$635 75 B Overland \$635

f.o.b. Toledo

This newest Overland is the world's most powerful low-priced car.

It has a 31 1/2 horsepower en bloc motor that is a perfect marvel for speed, power and endurance.

By increasing the bore of the motor from 3 1/8 to 3 3/8 we are able to offer a power plant which at 1950 R.P.M. develops full 31 1/2 horsepower.

Tests under every condition in all parts of the country demonstrate that it easily develops better than fifty miles per hour on the road.

Speed of course varies under different conditions, but in practically every instance it has been getting fifty miles an hour and with ease.

We have scores of telegrams showing that eighteen to twenty-five miles per gallon of gasoline is not unusual.

The performance of this car is almost beyond belief.

Take any other low-priced car on the market. Pit it against this new Overland. Compare them for sheer speed, for abundance of power, for riding comfort

and economy, and you'll find this car will back anything else clean off the boards.

That's a strong statement, but a fact nevertheless.

Try it yourself and see.

Here are more important facts.

It has four-inch tires which are more than generous for a car of this size.

Not only has it a large and roomy body, but it has an attractive, up-to-date streamline body.

It has the latest and most improved system of ignition.

It has the cantilever springs—the easiest riding springs in the world.

What's more, it's complete. Not a thing to buy. You get the finest Auto-Lite

electric starting and lighting system, magnetic speedometer, one-man top, demountable rims and practically every accessory found on the highest priced cars.

From a driving standpoint, the new car is ideal. It's light, easy to handle and anyone can drive it.

Take one look and be convinced.

And mark these words—the car is destined to be regarded and referred to as one of the really great achievements of the great automobile industry.

Yet it only goes to prove how big production can cut cost and save you money.

First come, first served. Place your order now.

4 cylinder en bloc motor	Cantilever rear springs	Magnetic speedometer
3 3/8" bore x 5" stroke	Streamline body	Complete equipment
104-inch wheelbase	Electric starter	5-passenger touring \$635
4-inch tires	Electric lights	Roadster \$620

Overland Motor Company, Distributors, 323-5-7 North Broad Street, Philadelphia  
Bell Phone—WAlnut 4497  
IMMEDIATE DELIVERIES

The Willys-Overland Company, Toledo, Ohio

