Secretary Says Overtures Can't Be Considered Until Carranza Officially States Attitude Toward U. S.

STILL OUTLOOK IS FAIR

Cordial Conference With Ministers From South Results in Further Relief of Strain

WASHINGTON, June 23.—Until the United States gets official word through the regular diplomatic channels that General Carranga himself ordered the release of Carranga himself ordered the release of the Carrinal prisoners and that this re-lease actually has taken place and until General Carranza replies to the other ques-tions contained in last Sunday's ultimatum the United States cannot consider any sugion of mediation.

That was the reply of Secretary of State Lansing to a committee representing the Latin-American republics, accompanied by Senor Juan Riano, the Spanish Ambassador, who called on the Secretary today. Mr. Lansing explained that all that the depart-ment as yet knew about the release of the rs had been gathered in an unofficial

The delegation told Mr. Lansing they were hopeful that the reply would be satis-Eactory to the United States, and said that when it came they would renew their offer Secretary Lansing said he rould be glad to receive them at any time. Doctor Calderon, the Bolivian Minister, whom as spokesman, said he felt "very nuch encouraged" over the outlook.

The only comment that Secretary Lansag would make was that the "crisis is not

A CORDIAL SESSION.

The conference was attended by Dr. Ig-macio Calderon, the Bolivian Minister; Dr. Alberto Membreno, Honduran Minister; Dr. lafael Zaldivar, Salvadoran Minister, and

The session was very cordial. It is un-eratood that while the general Mexican ituation was touched upon, it was con-eded from the outset that any offer of ediation under contemplation could not ficially be mentioned until Carranza had illy met the demands of the United States. It was pointed out that while article 21 of the Mexican treaty of 1848 specifically provided for the settlement of questions in dispute between the two republics by diplomacy, the final sentence of that section gave the United States the veto power in this instance where it said:

"Should this course (diplomatic negotiations) be proposed by either party it shall

tions) be proposed by either party it shall be acceded to by the other unless deemed by it altogether incompatible with the mature of the difference or the circustance

of the case."

That is exactly the present position of the United States, Secretary Lansing explained. This Government does not conder attacks upon its people who are acting a friendly manner a subject to be settled

by diplomacy.

In explaining that the offer will be re-

newed, "so soon as the record is complete," Doctor Calderon said: "We are hopeful that war now can be averted. We will leave nothing undone to influence these two friendly nations to adjust their differences without bloodshed."

A Pan-American "police" force, com-posed of detachments of the armies of the United States, Argentina, Brazil, Chili and possibly other Latin-American republics to restore order in Mexico was a suggrestion brought to the attention of the Admin-latration and South American officials

today from certain quarters.
Other Latin-American diplomats expressed the strong opinion today that establish-ment of a neutral border zone as a com-promise between the two Governments should at least be undertaken.

They pointed out that the United States

#### THE WEATHER

Official Forecast

WASHINGTON, June 29 For Eastern Pennsylvania and New Jer-sey: Fair tonight and probably Friday; not much change in temperature; light variable

occurred in the States along the northern border from coast to coast dur-ing the last 24 hours, also along the Gulf and south Atlantic coasts. Fair weather has prevailed in the Middle Atlantic States, the great central valleys and the far South-The temperature changes have been slight and irregular in the Atlantic States, but a decrease in humidity has relieved the oppressive conditions along the northern coast districts. A slight reaction to warmer is reported from the Middle West, while it is generally cooler in the Upper Missouri

U. S. Weather Bureau Bulletin

Cloud Cloud Cloar Clear Clear



#### U. S. Stand in Petrolite Protest to Austria

Submarine assault on American vessel in Mediter anean, December 5, called "a deliberate insult to the flag of the United States and an invasion of the rights of American

United States note contradicts statements of submarine commander.
Denies Petrolite gave up supplies voluntarily and that warning shots were fired across her bow before she was shelled.

Demands immediate apology, punishment of submarine commander and payment of suitable indemnity.

Administration could agree to such plan, as it would not require complete withdrawal of the American troops from Mexico. On the other hand, it should be satisfactory to Carranza, they said, since it forms the principal plank in his protocol proposal to the State Department just after the Columbus raid.

Central and South America diplomats to-day expressed great gratification over Car-ranga's release of the American prisoners. "The act should do much toward straightening out the serious difficulties con-fronting the two Governments," said one South American Minister. "It tends to show General Carransa is exhibiting a con-

NAON AGAINST WAR. Latin-America cannot conceive of war between the United States and Mexico, ac-cording to Ambassador Naon, of Argen-tina, who set this forth clearly in a strong appeal for the preservation of Pan-Ameri-canism yesterday. To those interested in furthering the Pan-American movement furthering the Pan-American movement the present crisis is regarded as a vital test of the principles for which the Powers of the Americas have been striving. They point out that every treaty negotiated be-tween European Powers has fallen apart. With the rest of the world divided, they contend that the Americas must present a contend that the Americas must present a united front, the nations of the two continents must join interests—diplomatically, commercially and industrially. War between any two of the American nations would mean an immediate division into groups, thus weakening the Entente, and leaving the way open at the end of he European war for possible influence, if not domination, from abroad.

To preserve the strength and unity of the

domination, from abroad.

To preserve the strength and unity of the Americas, Latin-American, as well as Administration, men working in the interests of Pan-Americanism declare it is imperative first that peace in the Americas be maintained now, and, second, that a way be found to enforce continued peace in the streng. This brings the suggestion of a

maintained how, and, seek the found to enforce continued peace in the future. This brings the suggestion of a Pan-American police force.

It is pointed out that most of the theories of the world peace advanced to date have been based upon the establishment of an international police force. In the present situation between the United States and Mexico and the working out of the general plan of Pan-Americanism those behind the movement see the possibility of a test of the theory upon which may rest the hope of international peace.

Successful joint action by the nations of the Americas in pacifying and restoring stricken Mexico, would have great influence in Europe, it is believed, toward proving the practicability of international "police" work.

Latin-American powers do not regard Mexican responsibility for the Carrigal clash as proved. In fact, the report of clash as proved. In fact, the report of Captain Morey rather suggests to them possible provocative action by the American troops. Their view is that the stake for which the nations of the two continents are playing in advancing Pan-Americanism is too great to be jeopardized through war

#### FRENCH LAUNCH DRIVE ON CHAMPAGNE LINE

Continued from Page One

has been demolished. In this way, the British losses are very light.

Military critics believe that the British will not relax their efforts until the Germans have been driven from their great

#### BRITISH BLAST GERMAN LINES ON LONG FRONT; STILL RAIDING TRENCHES

LONDON, June 29 .- Trench raiding on considerable scale continues to be the feature of the British official bulletins or the campaign in France. Artillery is blasting the foe's line on a long front. This form of warfare has been kept up virtually without cessation for three days. The mid-night bulletin says:

During last night there were raids, and patrols entered enemy trenches at several points, bombing the enemy and inflicting casualties. Near Angres one of our raid-ing parties found the enemy trenches badly damaged by shell fire. The enemy apparently had suffered from gas we had successfully discharged from our trenches. A particularly successful raid was car-ried out by the Highland Light Infantry near the Vermelles-La Bassee road, when 46 prisoners and two trench mortars were captured and two enemy mine shafts were destroyed with the loss of only two men.

Today the enemy exploded a small mine near Neuve Chapelle and another near

# Hulluch, but excepting slight damage to one of our saps, they achieved no other result. We successfully exploded two mines southward of the Bethune-La Bassec Canal, Bad weather yesterday prevented much flying.

#### ITALIANS CONTINUE DRIVE AGAINST AUSTRIANS; FRESH GAINS REPORTED IN ROME

LONDON, June 29.—The Italians are continuing their steady counter-offensive against the Austrians on the Trentino front. The strong positions in the mountains between the Val Lagarina and the Val Sugana which have now been reached by the Austrians in their retirement are retarding the Italians, but in spite of this considerable progress was made in the last 24 hours. 24 hours.

Italian cavalry detachments have advanced up the Astico Valley, north of Arsiero, a matter which is commented on by military critics because of the unusual procedure of using cavalry in so mountain-

The Italian correspondents supplement the communiques by emphasizing the rapid progress made by General Count Cadorna's counter-offensive. They say that for three days the Italians have been continuously regaining ground and that the enemy's retreat at certain points has developed into a rout. North of Asiago the Austrian retire-ment was so precipitate that the Italian infantry lost contact and for the first time in Alpine warfare cavalry was ordered to advance through the thick woods and up steep hills to engage and hold the enemy's

cear guard. The Austrians everywhere are abandoning aims, provisions and transports. The line of retreat is littered with dead and

#### LINSINGEN PIERCES RUSSIAN LINE SOUTHWEST OF SOKUL: AUSTRIANS FLEE TO RUMANIA

LONDON, June 29.—General von Lin-singen's Austro-German army yesterday achieved a substantial success in its counter drive against the Russians in Volhynia by drive against the Russians in Voltyna by storming the village of Liniewka, seven miles southwest of Sokul, as well as the Russian positions south of the village. This means that the Russians in this sector have been driven back over the River Stokhod, which runs parallel with the Styr and which they crossed two weeks ago in their advance on the great railroad centre

The positions south of Liniewka, mentioned in this afternoon's German official report as having been recaptured, are on the Kovel-Rojitche-Rovno rallway, which crosses the scene of the German thrust only five miles south of Liniewka. The Teuton success adds to the danger of the Russian centre operating near the Galician frontier west of Dubno and indirectly also endangers General Brusiloff's southern wing

in the Bukowina. If followed up by further advances the Teutons also will threaten the Volhylan fortress Lutsk, which fell to the Russians in the first phase of their new offensive.

In the first phase of their new oliolistics.
Lutsk lies about 18 miles south of the positions retaken by the Germans today, on
the Kovel-Rojitche Railway sector.
Vienna officially reported tonight that
Russian attacks at Kuty, on the GaliciaBukowina frontier, "and elsewhere" were
repulsed. repulsed.

The German War Office statement fol-

The village of Liniewka, west of Sokul, and Russian positions to the south thereof, were taken by storm. Otherwise nothing of importance oc-

curred on the eastern front. The following statement was issued by he Austrian War Office: At Kuty and elsewhere Russian at-tacks were repulsed. Ten Austrian officers and 300 soldiers,

scattered detachment of General Pflaner's beaten Bukowina army, have been in

Charles P. Stockham, Camden, Dies READING, Pa., June 29 .- Many chauffeurs here have applied for enlistment. They were told to wait until the motortruck serv-ice for the regular army has been organized.





#### PRESIDENT HERE TODAY AS AD MEN'S GUEST

Continued from Page One be no obstacle to hinder the line of automobiles bound for Independence Square.
The President and his party will return to Washington at 5:10 p. m.
This will be the first time in many years

that 1st Troop, Philadelphia Cavalry, has not served as an escort to a presidential party visiting Philadelphia. The troop is at Mount Gretna, preparing to go to the Mexican border.

In announcing the President's coming, President Houston, of the Associated Advertising Clubs of the World, said this morning: "I have had a talk over the telephone this morning with the President's secretary, and he assured me that Mr. Wilson would come to Philadelphia this afternoon.

"The President is coming at a great per sonal sacrifice to address you, and every one of you should show your appreciation by attending the patriotic meeting in Inde-pendence Square."

HONESTY IN ADVERTISING. Louis Wiley, of the New York Times, delivered an inspiring address today before the last general session of the ad men on what the newspapers have done to eliminate fraud in advertising. He said:

"Advertising men no longer debate whether doubtful advertising matter is worthy of consideration. There was a time when, with a few notable exceptions, newspapers took almost everything that came their way. The possibility of an adver-tisement containing a proposition injurious to the public weal did not occur to publishers, or they may have thought it absurd and unbusinesslike to divert money from their exchequers. Today not only is there a vigorous opposition to questionable ad-vertising on the part of advertisers, publishers and managers; vigilant committees have been formed to bring offenders to the bar of justice. To the growing and future generations it will appear an extraordinary act of stultification that a newspaper pub-lisher who expounds the most perfect system of ethics and warmly applies its principles to his own conduct should in one column of the newspaper dwell with enthusiasm on the practice of all the virtues and in another help a fraudulent enterprise to achieve its object. "It is gratifying that reform has come

from within. Newspaper men have not waited for the benign interference of legislation to cleanse their Augean stables and to cast out the vicious and dishonest. The great development of advertising in this country has probably assisted in the cre-ation of a desire to eliminate the unworthy, for even those who long hung back before they would reject what was untrue, immoral or flagrantly dishonest have comto know that it will serve their interests better to sell their advertising columns only to business which will stand investigation. Honesty, in their case, may have been adopted as the better policy, but in any event their attitude is a pleasing nage to the efforts of those who, without regard to their pockets, rejected, from the very first, the incursions of fraudulent advertisers. An advertisement is frequent ly judged by the company it keeps. An advertisement which appears in a newspaper possessing the esteem and confidence of readers has value far beyond the rate charged.

"The relation in which the newspaper stands to its readers has rendered it the voice of the people, that potent indication

of public opinion that rules enlightened mations. It is this public opinion that shapes the policy of rulers and forms the basic of international comity. The power possessed by the daily newspaper is, therefore, wide-apread, universal, and the volume of its power is in exact ratio to the zeal, earnestness and reliability of its conduct. "Seldom is this power abused. When abused, punishment is swift and sure, for a newspaper cannot deceive twice. Its influence wanes, its hold weakens, and it becomes a derelict. The public expects honesty in the conduct of its newspapers, and in the United States, at least, the expectation is realized.

and in the United States, at least, the expectation is realized.

"There are, and there always have been and will be newspapers published to support special interests. These enterprises have a hand-to-mouth and ephemeral existence, carry no influence and achieve no result worthy of emulation. The daily newspaper has developed through forces unregulated and unformulated; it is the result of intuitive genius, of individual talent, fitness and ambition.

DEVOTION TO DUTY.

"It is only in recent years that an attempt has been made to provide an academic training for our future publicists, to provide students in journalism with training similar to that given to students in medicine, law and divinity. The need and medicine, law and divinity. The need and the success of these journalistic courses now offered to our young men are already apparent, but no matter how well equipped the future newspaper man may be, if his learned graces are not supported by a stern resolve to maintain the highest principles his training will be of no service. his training will be of no service

Competent and brilliant men are neces-"Competent and brilliant men are necessary in every profession, but in journalism more than in any other simple devotion to duty and an undeviating adherence to truth and the consideration of the public weal will carry most weight and obtain the only success which is permanent and

BUSINESS AND GOVERNMENT. The lack of co-operation, and ill-feeling

which exists between the business men of this country and the Government, was bit-terly deplored by Edward N. Hurly, chair-man of the Federal Trade Commission, in the opening session of the general session the ad men at the Academy of Music this morning. Mr. Hurly ascribed this lack of good feel-ing between the Government and the busi-ness men, which has been particularly ap-

parent, he said, during the last 15 years, to two things: First. The discourtesy of the Govern-ment in its business communications. Second. The Government, when the business of the country needed a doctor, resorted to law to cure the ills.

"The Government's attitude toward busi-ness," he said, "has been generally negative and seldom constructive. The Government, I understand, transacts 90 per cent, of its business by mail and the letters are couched in such cold, formal phrases that

Special Patterns Now Reduced to. This is our semi-annual clearance and includ many suits that were 85 and 40 dollars.

### BRADBURN & NIGRO

Men's Tailors Cor. 13th & Sansom the recipient is immediately put on the

the recipient is immediately put on the defensive.

"I heard some time ago." he continued, "that the word 'please' was being used in the telegrams sent out by one of the Federal departments. When this was discovered it was ordered to be discontinued and the employes were told that if they used this word in the future they would have to pay for the telegram. The theory was that the Government did not have to be courteous in its dealings as does the business man. I feel that much of the Ill-feeling of the last 15 years between the Government and business could have been avoided by the discontinuance of letters such as they now use." they now use

BETTER CONDITIONS.

Mr. Hurly then remarked that in his study of business conditions as head of the Federal Trade Commission, he had come to see better conditions born in the last few years. He advised that the Government and the business men, through the medium of the commission, unite in a sympathetic ef-

for to solve the great economic problems of our country.

The mobilization of industries throughout the country was likewise urged by Mr. Hurly. He pointed out, however, that such mobilization cannot be accomplished expectable to be become accomplished expectable. cept by the harmonious co-operation of both parties. He also made a stinging criticism parties. He also made a stinging criticism of the indiscriminate cutting of prices. He said it was unfair to the customer, unfair

said it was unfair to the customer, unfair to the directors of the company and unfair to the manufacturers.

"Such price-cutting," he said, "is largely due to ignorant competition. Ignorant competition is the most dangerous factor in our present business conditions. Our business men must learn what it costs to manufacture the goods. I am told that in Germany 90 per cent, of the business men know almost to a penny what it costs to manufacture the goods they sell, while in America only 10 per cent, of the business men know those things. To this fact may be ascribed ignorant competition and indiscriminate rate-cutting.

indiscriminate rate-cutting.
"The Federal Trade Commission within the next month will send to every business

man and manufacturer in the country a booklet showing him the best way to be his accounts and how to avoid the most common business errors."

In behalf of Mayor Smith, E. J. Cattell city statistician, presented President Heuston with a gavel made from a timber of Independence Hall. In accepting the git Mr. Houston said:

"It is fitting that we should have a gavel made from this sacred and historis wood. Such a gavel is in line with the high aims and purposes of the Associated Advertising Clubs of the World."

It was announced that \$15.000 would be needed to run the Associated Clubs near year, and the suggestion of sustaining memberships was made. In 20 minutes \$15.000 was pledged, the payment for the memberships ranging from \$75 to \$500. Thus there only remain \$1700 to raise, as \$2300 already was in hand from regular of the ships.

S. DeWitt Clough, president of the Cap cago Advertising Club, announced that cago Advertising Club, announced that may year a cup would be given by Chicago to the city with the biggest representation at the convention. The representation will be fig. ured proportionately with the city's p

## FIRE WORKS

Geo. E. Mousley 613 Market St.

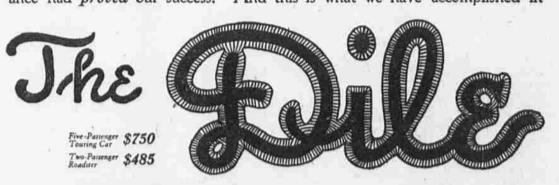


To Those Attending the Convention of the

### ASSOCIATED ADVERTISING CLUBS OF THE WORLD

We speak first to you—the representatives of business from every part of the world—as judges of quality and value.

OUR years ago we set out with the firm resolve to produce a motor car that for distinctive style, luxurious comfort and practical service, would be the greatest value ever offered to the American buying public. We determined to say nothing until time and performance had proved our success. And this is what we have accomplished in



 We have originated a beautiful streamline body—usually an exclusive feature of the most expensive cars—so carefully apportioned and so luxuriously upholstered as to permit the greatest riding comfort.

2. We have installed a superior motor and only time-tried steering and safety equipment, so perfectly balanced as to make the DILE wonderfully free from vibration and remarkably economical to operate. 3. We have tested the DILE over rough roads and smooth roads, in mud and in sand,

with this result: In a drive of 9200 miles—the approximate distance from Philadelphia to Los Angeles—not the slightest repair was required.

For two years the unqualified endorsement of DILE owners has been our only advertisement; but now we are equipped to sell to the national field to which we are making our initial appeal.

-To Newspaper Publishers-AN extensive publicity campaign will be launched as soon as dealers are appointed. May we expect your co-operation in your city?

To Automobile Dealers . IN addition to Touring Cars and Roadsters, we manufacture half-ton delivery trucks. If interested in our products, send for particulars.

