Dancing La Coca El Sarabe

AUTO AGENT MUST BE HONEST Customs of Love and Marriage in Mexico

Far in Sale of a Car.

SHOULD BELIEVE IN PRODUCT

General Manager of Carter Car Company Tells Salesmen that They Have to Be Stendfast to Own Make.

That the successful motor car agent must believe absolutely in the car he is selling, is the opinion of H. R. Radford, vice-president and general manager of the Cartercar company, Pontiac, Mich.

Mr. Radford, in a recent bulletin, told his agants that if they did not believe every word they told their prospects they must either quit such talking or get busy and sell themselves.

"It is one of the most important things," said Mr. Radford, "that the agent be enthusiastic and a real booster for his car. He must be able to make strong statements, but unless he feels that he is telling the truth he cannot make others believe him. The old way of selling your goods to others and then going across the street to buy for yourself is past. The agent who is trying to sell a certain car, wishing all the time that he had the agency for another. will never be a success.

"In going over the results obtained by our own agents I find that the fellows who are most sincere and most enthusiastic in their statements always sell the greatest number of cars. I remember once overhearing one of our representatives tell a prospect that the fiber filler on the gearless transmission would wear for 15,000 miles, even when the car were driven up fifty degree hills, which any said from 5,000 to 7,000 miles, which is him, and at that, the advantage over the

have been apparent. "The motor car agent, like every other business man," continued Mr. Radford, If old and tough they are called "gal-"is coming to the point where he must los," or old cocks. be absolutely on the square, and I am glad to say that very few agents are than for the boys, but I doubt not it today even trying to misrepresent their will form good feed for our old roosters CAPS.

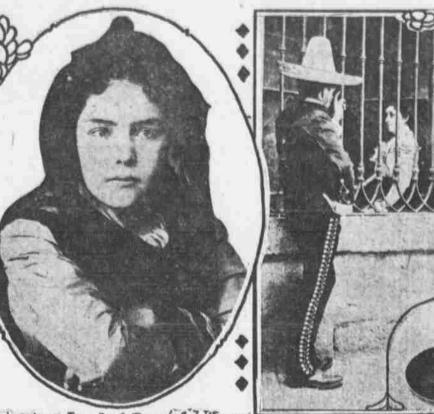
EVERY DAY IS A PAY DAY AT THE FORD AUTO PLANT

The man who sighed in the song for tal or around any of the big plazas of every day to be the pay day should have the interior cities when the band plays been employed in the Ford Motor company Sunday evenings. The girls are then plant at Detroit, because every day is pay day there, with the exception of Saturday The girls walk by themselvs and the and Sunday.

It would be utterly impossible for any double file, and so that they face as accounting force to handle the payment they pass. The men stare hard at the of the 16,000 employes in the plant and girls. It is not improper here for a man office on any one day, so the men are to look at a woman, and if he ogies paid off in battalions, each man receiving her she thinks it a compliment. This his wages every two weeks. ogling goes on even in the business Just now the number of men employed streets during shopping hours, and it

In the factory is close to 15,500 and there flies from carriage to carriage along the are in addition between 600 and 700 work- fashionable drives. The amorous giances. ars in the general offices.

and averages about \$40,000 per day.



Mexico'is a Land of Beautiful Women Playing the Bear

EXICO CITY .- This letter is | written for the dear "little chickens" of the United States, 1 mean chickens in the Mexican sense. The young women and girls of this coundriver cah do, and of course the listener try are affectionately called "chickens." would not believe it. If the man had If they are under 18, they go by the name of "pollitas," or little chickens, and if true, the prospect would have believed over that they are called "pollas." or grownup or big chickens. The comparicost of oil in the gear transmission would non is even carried out as to the men. If young and marriageable they are known as "gallinos." or young roosters

> I am writing this for our girls rather as well. It is about the women of Mexico-how they look, how they love and how they are courted and wedded.

Mexico's Beautiful Girls

however, come from only the men. The



Dancing the La Sitala en la Jota

The monthly payroll is around \$890,000 girls are so watched that it takes a siy out of the fall of her eye without the malden indeed who can sneak a love-look knowledge of the mother, aunt or duenna,

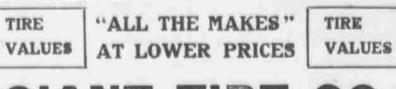
who always goes with her to keep her in order.

Not many years ago it was the rule for the girls to have their faces half hidden by their mantilias, and even now this is done somewhat by the sevillana or little mantilla, a small shawl of black lace which they draps over the head or going to church. The Moxican custom forbids one going to church to show her clothes. She cannot wear a hat or bon net th worship, and she must go clad it black, with her head draped in black Ince.

No Wonder They Ogle the Girls. I do not blame the men for admiring the girls. Mexico is a land of beautiful women, and the pollitas especially seem good to my eyes. The girls mature here much sooner than Uncle Sam's maidens At 12 they are as old as our girls of 16, and at 14 they are ready for marriage. A great many girls marry at 15 and 16 and the girl who has no husband by the time she is 20 is on the road to old maidenhood

After that her beauty begins to decline At 25 or 26 her sedentary life has turned her plumpness to fatness, and after 30 she needs some anti-fat remedy. The young girls here have complexions of a orunette order, with rosy checks and dark eyes and hair. The hair is often as black as midnight in the tropics and it grows so luxuriantly that it falls to the walst. It is seldom tortured with curling irons and it has a good wash every week,

(Continued on Page Ten.)



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