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## Put more of them to Work

**WE** NEED more business men of the Dawes, Morrow, and Young breed in government.

Think of the magnificent services these men have rendered by the application of honest business principles to international affairs. Compare their constructive achievements with the reckless methods of the old diplomacy. Not sixty years ago Bismarck was forging a telegram in order to bring about war between France and Germany.

What a contrast is offered by the work of Dwight Morrow, our ambassador to Mexico. He has served both Mexico and the United States by ironing out differences instead of stimulating prejudices and hatred.

When Morrow was invited to go to Mexico City he was a member of J. P. Morgan & Company. He was a lawyer and a banker to big business. He happened also to be a man of wide sympathies, of imaginative understanding and of generous impulses. His character and his training fitted him perfectly for his duties as ambassador.

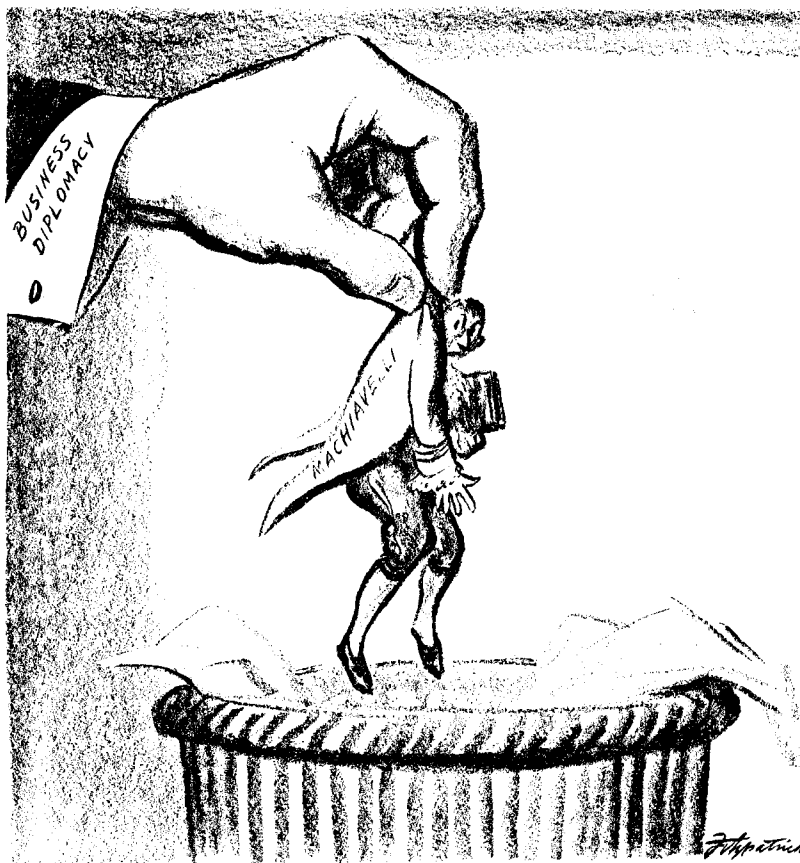
For years the relationship between Mexico and the United States had been strained. The peace we waged with Mexico was hardly less violent than war. Mexicans themselves were bitterly divided upon religious as well as upon economic and political questions.

Dwight Morrow acted the part of a wise and kindly friend of the people to whose government he was accredited.

Almost imperceptibly the clouds of prejudice and suspicion were dissipated. Questions, admittedly difficult, were found to be not unanswerable. Quiet, constructive plans were made and difficulties removed.

Mr. Morrow also knew the value of publicity not for himself but for the cause he sought to promote. So Will Rogers and Colonel Lindbergh were invited to Mexico City and good-will tours were undertaken. Pleasant feeling was stimulated. Finally, it became practicable to work out of the religious controversy which lay like a paralysis over Mexico.

In this brilliant chapter of achievement Ambassador Morrow was but applying the rules he had learned in modern business.



General Dawes is another admirable example of the business man in diplomacy. A swift trip to the Caribbean provided time enough to obtain acceptance for the Santo Domingan budget. Rushing back, he set out for London. Hardly had the picturesque Chicagoan arrived on British soil before he was en route to visit the Prime Minister.

Ramsay Macdonald was eager to improve the relationship between Britain and America and with such a man at the head of the British government General Dawes had a great opportunity.

### An End to the Art of Lying

Problems aren't solved by mere amiable words. Intelligence and hard labor are required. Dawes went instantly to work, driving at fundamentals with the zest of a salesman in pursuit of a large order.

His directness, coupled with Ramsay Macdonald's eager desire to strengthen the friendship between Great Britain and America, is gathering a harvest which will enrich us all. Nothing is more important to us and to the British than an assurance of continued friendship and peace. Naval men of both countries have been talking and

thinking too long of theoretical wars. The business man at the Court of St. James has shifted attention away from war. Write that down among the solid achievements of this year.

Then there is the work of Owen D. Young and his associates. Never has diplomacy had a vaster opportunity. Compare the work of Mr. Young with the methods of the old diplomacy—with Disraeli, Metternich or Talleyrand, for example, although it is not necessary to go so far back for cases in point.

The old diplomacy made lying an art, conspiracy a habit and blind selfishness its chief objective.

Owen Young relied upon the facts, brought conflicting interests and opinions into open conference, and made the peace and prosperity not of one nation but of all nations his goal.

These men have been so signal-ly useful not only because of their

own unusual gifts but also because of certain ideas which are now the common property of civilized business.

During the last quarter of a century business has learned to appreciate the customer. The old policy of "let the buyer beware" has been abandoned by all except knaves and fools.

Every intelligent business man knows that his prosperity is inseparably linked with the well-being of his customers. The most intelligent business men know that there is room in the world for competitors. As customers and rivals prosper, opportunities are enlarged.

Government and diplomacy will be improved as these modern business principles are adopted.

Too long industry and trade have been absorbing the energies of the most competent men of the nation. Draft these natural leaders for public service. Give them the opportunity to apply in public affairs the initiative, the broad vision, and the fine competence now devoted to private enterprise. What Dawes and Morrow and Young already have achieved shows how great is the opportunity for public accomplishment.

# Wholesome - a pure drink of natural flavors



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IT HAD TO BE GOOD

OVER  
8  
MILLION  
A DAY

TO GET WHERE IT IS



*It's all the same to  
me—just so I get a*  
**CAMEL**



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