

BUSINESS ASKED BY PRESIDENT TO AID NATION

Profits and Patriotism Not Related at Any Time Says Executive in Appeal — Scores Ship Owners Whose Freight Rates Are Shamefully Excessive—Want Just Prices

WASHINGTON, July 12.—President Wilson appealed to the country's business interests last night to put aside every selfish consideration and to give their aid to the nation as freely as those who go out to offer their lives on the battle field.

In a statement addressed to the coal operators and manufacturers he gave assurances that just prices will be paid by the government and the public during the war, but warned that no attempt to extort unusual profits would be tolerated.

Profits and Patriotism
"Your patriotism," said the president's appeal, "is of the same self-denying stuff as the patriotism of the men dead and maimed on the fields of France, or it is no patriotism at all. Let us never speak, then, of profits and patriotism in the same sentence."

"I shall expect every man who is not a slacker to be at my side throughout this great enterprise. In it no man can win honor who thinks of himself."

The president declared there must be one price for the government and for the public. He expressed confidence that business generally would be found loyal to the last degree, and that the problem of war-time prices which, he declared, will "mean victory or defeat," will be solved rightly through patriotic co-operation.

Ship Owners Condemned
In unmeasured terms, however, Mr. Wilson condemned the ship owners of the country for maintaining a schedule of ocean freight rates which has placed "almost insuperable obstacles" in the path of the government.

"The fact is," he asserted, "that those who have fixed war freight rates have taken the most effective means in their power to defeat the armies engaged against Germany."

Coal production and other industries for whose products the government has negotiated price agreements are not taken up in detail by the president, his appeal dealing only with the general principles involved in the determination of war prices. It follows in full:

President's Appeal
"To My Fellow Countrymen:
"The government is about to attempt to determine the prices at which it will ask you henceforth to furnish various supplies which are necessary for the prosecution of the war, and various materials which will be needed in the industries by which the war must be sustained. We shall, of course, try to determine them justly and to the best advantage of the nation as a whole; but justice is easier to speak of than to arrive at, and there are some considerations which I hope we shall keep steadily in mind while this problem of justice is being worked out. Therefore, I take the liberty of stating very candidly my own view of the situation and of the principles which should guide both the government and the mine owners and manufacturers in this difficult matter."

"A just price must, of course, be paid for everything the government buys. By a just price, I mean a price which will sustain the industries concerned in a high state of efficiency, provide a living for those who conduct them, enable them to pay good wages, and make possible the expansions of their enterprises, which will from time to time become necessary as the undertakings of this great war develop. They are necessary for the maintenance and development of industry; and the maintenance and development of industry are necessary for the great task we have in hand."

Facts, Not Sentiment
"But I trust that we shall not surround the matter with a mist of sentiment. Facts are our masters now. We ought not to have the acceptance of such prices on the ground of patriotism. Patriotism has nothing to do with profits in a case like this. Patriotism and profits ought never in the present circumstances to be mentioned together. It is perfectly proper to discuss profits as a matter of business, with a view to maintaining the integrity of capital and the efficiency of labor in these tragical months, when the liberty of free men everywhere and of industry itself trembles in the balance; but it would be absurd to discuss them as a motive for helping to serve and save our country."

"Patriotism leaves profits out of

the question. In these days of our supreme trial, when we are sending hundreds of thousands of our young men across the sea to serve a great cause, no true man who stays behind to work for them and sustain them by his labor will ask himself what he is personally going to make out of that labor. No true patriot will permit himself to take toll of their heroism in money or seek to grow rich by the shedding of their blood. He will give as freely and with as unstinted self-sacrifice as they. When they are giving their lives will he not at least give his money?

"I hear it insisted that more than a just price, more than a price that will sustain our industries, must be paid; that it is necessary to pay very liberal and unusual profits in order to stimulate production; that nothing but pecuniary rewards will do—rewards paid in money, not in the mere liberation of the world."

What Do You Mean?
"I take it for granted that those who argue thus do not stop to think what that means. Do they mean that you must be paid, must be bribed, to make your contribution, a contribution that costs you neither a drop of blood, nor a tear, when the whole world is in travail and men everywhere depend upon and call to you to bring them out of bondage and make the world a fit place to live in again amidst peace and justice? Do they mean that you will exact a price, drive a bargain with the men who are enduring the agony of this war on the battlefield, in the trenches, amidst the lurking dangers of the sea or with the bereaved women and pitiful children, before you will come forward to your duty and give some part of your life, in easy peaceful fashion, for the things we are fighting for, the things we have pledged our fortunes, our lives, our sacred honor to vindicate and defend,—liberty and justice and fair dealing and the peace of nations?"

Added Burdens Must Come
"Of course you will not. It is inconceivable. Your patriotism is of the same self-denying stuff as the patriotism of the men dead or maimed on the fields of France, or else it is not patriotism at all. Let us never speak, then, of profits and patriotism in the same sentence, but face facts and meet them. Let us do sound business, but not in the midst of a mist. Many a grievous burden of taxation will be laid on this nation, in this generation and in the next, to pay for this war; let us see to it that for every dollar that is taken from the people's pockets, it shall be possible to obtain a dollar's worth of the sound stuffs they need."

Ship Owners Scored
"Let us turn for a moment to the ship owners of the United States and the other ocean carriers whose example they have followed, and ask them what insuperable obstacles they have been putting in the way of the successful prosecution of this war by the ocean freight rates they have been exacting. They are doing everything that high freight charges can do to make the war a failure, to make it impossible."

"I do not say that they realize this, or intend it. The thing has happened naturally enough, because the commercial processes which we are content to see operate in ordinary times have without sufficient thought been continued into a period where they have no proper place."

Merely Stating Fact
"I am not questioning motives. I am merely stating a fact and stating it in order that attention may be fixed upon it."

"The fact is that those who have fixed war freight rates have taken the most effective means in their power to defeat the armies engaged against Germany. When they realize this we may, I take it for granted, count upon them to reconsider the whole matter. It is high time. Their extra hazards are covered by war risk insurance."

Must Understand One Another
"I know and you know, what response to this great challenge of duty and of opportunity the nation will expect of you; and I know what response you will make. Those who do not respond, who do not respond in the spirit of those who have gone to give their lives for us on bloody fields far away, may safely be left to be dealt with by opinion and the law—for the law must, of course, command those things. I am dealing with the matter thus publicly and frankly, not because I have any doubt or fear as to the result, but only in order that in all our thinking and in all our dealings with one another we may move in a perfectly clear air of mutual victory."

Whole People Mobilized
"And there is something more that we must add to our thinking. The public is now as much a part of the government as the army and navy themselves; the whole people are now mobilized and in service for the accomplishment of the nation's task in this war; it is in such circumstances impossible justly to distinguish between industrial purchases made by the government and industrial purchases made by the managers of industries, and it is just as much our duty to sustain the industries of the country with all the industries that contribute to its life, as it is to sus-

tain our forces in the field and on the sea. We must make prices to the public the same as the prices to the government. Prices mean the same thing everywhere now. They mean the efficiency or the inefficiency of the nation, whether it is the government that pays them or not."

What Prices Mean
"They mean victory or defeat. They mean that America will win her place once for all among the most free nations of the world, or that she will sink to defeat and become a second-rate power, alike in thought and in action. This is a day of her reckoning and every man amongst us must personally face that reckoning along with her."

"The case needs no arguing. I assume that I am only expressing your own thoughts—what must be in the mind of every true man when he faces the tragedy and the solemn glory of the present war, for the emancipation of mankind."

Summoned to Great Duty
"I summon you to a great duty, a great privilege, a shining duty and distinction. I shall expect every man who is not a slacker to be at my side throughout this great enterprise. In it no man can win honor who thinks of himself."

GERMAN SPORT OF KILLING BABIES; HOW LONDON LOOKS AND ACTS DURING A GERMAN ZEPPELIN RAID

All London Perches on Skyline to Watch the Murder.

BY K. W. PAYNE.
(London Correspondent of the Daily Mail Tribune.)

LONDON, July 12.—The Germans may try to wipe out London from the air, this summer, by an endless series of furious aeroplane attacks, say many observers here.

Utterly foolish, as the attempt would be, these observers claim air raids on London are still in their infancy both as to extent and ferocity. They assert the kaiser might quite logically attempt to keep hundreds of planes in operation against the world metropolis, actually expecting to accomplish thereby some military purpose.

It is held the Germans, in an effort to overcome British air supremacy in France, will persist in bombing English women and children, thus hoping some of the British air fighters may be forced to protect the home towns and give up service at the front.

Commentators suggest America can play here a role of unparalleled utility by hastening to bring to her allies a still greater preponderance of aerial power.

In fact, it is suggested that the Germans, in forcing the fight in the skies, are actually ensuring their own more speedy downfall, thru an allied air navy so powerful as to dominate completely the whole future course of the war.

Meanwhile Londoners continue to take the kaiser's doses of aeroplane frightfulness with curiosity and increased determination to fight until



Children, victims of a German air raid, recovering from their wounds in a London hospital.

a crash and shiver near at hand makes everybody stop work.

"Guess it's a raid," says the stenographer, unmoved.

On the roof the view is extraordinary. London's whole skyline is alive with humanity. Office boys are perched up on the chimneys. Girls are clustered on all flat spaces, gazing up into the dazzling sky. From the spirit of the sightseers you'd think some thrilling aerial circus was being staged.

All the time there echoes the crash

of bombs and the sound of anti-aircraft guns. Now and again for a few seconds aeroplanes, glistening like silver in the sun, are visible maneuvering in the clouds. They disappear. The bomb roar ceases. The guns are silent. The show is over.

The sightseers on the roofs go back to work. They know that women and babies have been killed. They feel a burning hate for the men responsible. But, as innocent spectators themselves, they cannot help hoping that if there is another raid they'll have a better view of the aerial performance. It is so tremendously thrilling and novel.

The horror of the babies with arms and legs blown off, school children crushed under falling timbers—these things they don't know of until the next day, unless they were right near the spot where the bombs fell. But because of these things their resolve grows more grim than ever that there can be no peace with the Hohenzollerns.

BRAZIL REJECTS BRITISH PROPOSAL

RIO JANEIRO, July 12.—The British government has proposed to Brazil thru the ministry at London a plan under which exportation of Brazilian coffee to England may be resumed on two conditions: First, that the coffee be transported in German ships confiscated by Brazil; second, that their ships also carry certain other food products.

The Brazilian foreign minister has instructed the minister at London to reply that Brazil, although willing to ship other food products cannot agree that the coffee shall be carried exclusively in the confiscated German ships.

OGDEN, UTAH, CHOSEN AS FEDERAL RESERVE CITY

WASHINGTON, July 12.—The federal reserve board today designated Ogden, Utah, as a reserve city.

FATIMA CIGARETTES

The Original Turkish Blend

20 for 15¢



From the Golden Gate to the Statue of Liberty—Fatima

Fatima is the original of all Turkish blend cigarettes; and, besides that, it is the biggest-selling 15c cigarette

this country knows anything about. Fatimas please so many men, they'll please your taste, too.

Lozano, Myers Tobacco Co.