

UNITED STATES FOOD ADMINISTRATION

WASHINGTON, D. C.

September 28, 1917.

Mrs. Minnie Fisher Cunningham
Galveston, Texas.

IN YOUR REPLY REFER TO

My dear Madame:-

Our Nation and our Allies are confronted with a food situation of such grave menace that its solution requires the cooperation of every American home. The needs of our Allies and of the soldiers we send across the sea cannot be met unless there are tremendous increases in our exports - wheat, meat, sugar and similar products. Increased demands present a problem that cannot be met unless in our homes such substitutions in the customary diet are made as will conserve our wheat and meat supply.

In order to bring to the people of the country a realization of the gravity of the situation, a pledge card campaign, national in its scope, will be made during the week of October 21st to 28th. During that period an effort will be made to pledge as many as possible of the 22,000,000 families to cooperate with the United States Food Administration in a policy calculated to increase our wheat and meat reserves by means of a larger use of corn, vegetables and other products. The success of the propoganda depends upon the force of the educational drive made.

To meet this situation, a Speakers Bureau is being organized at Campaign Headquarters for the purpose of enlisting the services of the ablest speakers in the country to present to the people the plan and object of the campaign of which you will be informed through the public press and governmental agencies.

After the most careful consideration you have been selected as one of those on whom we can rely to respond to the call for patriotic service in rousing people to the realization of the fact that food will win the war.

Your willingness to render this patriotic service for your country is assumed on my part, and as I am neither authorized nor empowered to pay for this service, your only compensation will be my sincere appreciation and the joy that will come to you in responding promptly and willingly to this urgent call of your country.

May we ask your further cooperation to the extent of mentioning the importance of the food situation in any of your public addresses not made in connection with this campaign, when the occasion will permit.

You will probably be called for speaking engagements at points within a reasonable distance from your city. May I ask that you notify me through the U. S. Food Administration, Campaign Headquarters, at Washington, of your willingness to render this service to your country?

Yours sincerely,

UNITED STATES FOOD ADMINISTRATION,

By H. J. Hill

Director of Family Enrollment Campaign.