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SECRETARY-TREASURER

R. E. KENNINGTON COMPANY

INCORPORATED

CORNER CAPITOL & CONGRESS STREETS

NEW YORK OFFICE
353 FOURTH AVE.

DIRECTORS:

A. B. COOK
C. L. DIXON
J. C. BATAILLE
R. G. KENNINGTON
R. E. KENNINGTON

JACKSON, MISS.,

Oct. 10, 1917.

Mr. Dan Robin,
Bogue Chitto, Miss.

My dear Mr. Robin:

I have been appointed by the Federal Food Administrator to secure for the Council of National Defense the patriotic co-operation of the merchants of Mississippi in the Food Conservation work now under way. I have appointed you as Bogue Chitto Merchant representative to assist in carrying out the plans of our government. The specific things asked of you are as follows:

#1. Secure the earnest and prompt co-operation of every merchant in your city in the placing of posters in their windows and in prominent places in their stores, see that they are used liberally, attractively and simultaneously.

#2. See that the merchants of your city place in their newspaper advertisements, three days a week for sixty days, announcements regarding food conservation, taken from the data on the Home Card, a supply of which will be sent you.

It should be emphasized that these announcements must be confined to the facts embodied in the text of the Home Card.

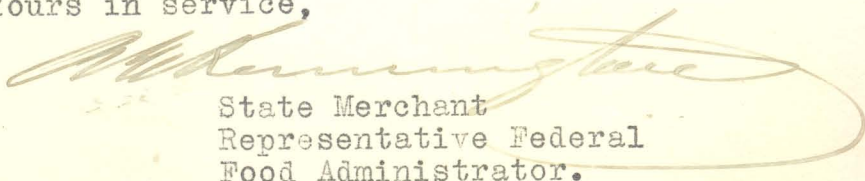
#3. To agree, not only to sign the Food Administration pledge cards themselves, but to use every influence to spread the necessity for food conservation personally in every possible way.

A supply of posters will be mailed you as soon as I receive them, they are on the way from Washington now.

I have promised the unqualified support of the merchants of this state. I know they are ready and willing to do their part in this all important work. May I count upon your taking charge of the work as outlined in your city and pushing it to a successful conclusion?

Let me hear from you at once.

Yours in service,


State Merchant
Representative Federal
Food Administrator.