

UNITED STATES FOOD ADMINISTRATION

FEDERAL FOOD ADMINISTRATOR FOR TENNESSEE

H. A. MORGAN
STATE COUNCIL OF DEFENSE
CAPITOL

IN YOUR REPLY REFER TO

NASHVILLE

To County Chairmen:

November 21, 1917.

FOOD CONSERVATION:

WHAT IS IT?

NOT that Americans themselves are to go hungry.

NOT that we are to hoard up food stuff against some unknown time in the future.

JUST TWO VERY DEFINITE THINGS. First. That Americans shall save for our Allies food which can be most easily shipped and which they most need.

WHERE: This idea grew out of the rape of Belgium and the devastation of Europe. It has two sides: The Patriotic, as when we eat corn though it cost more than wheat; and the cold business side of prices.

HOW: We must apply the conservation idea in terms of Patriotism and of service and not merely of prices or else the war may be lost this winter on the basis of our Allies' food shortage.

WHY: We can send only that we save: We can save only what we don't eat.

WHEN: We must NOW tighten up our food conservation plan as outlined in "Home Instruction" card of the National Food Pledge Campaign and prepare to take the next step. Re-study this card enclosed.

To aid in accomplishing these ends the U.S. Food Administration has appointed James I. Finney, of Columbia, as State Publicity Representative for Tennessee, to present the message of food conservation through the daily and weekly press in the most effective way possible.

Mr. Finney has accepted the appointment and will enter upon his duties Thursday at this office, giving his entire time and attention to the forms of publicity that will keep constantly before our people the aims, the necessity of the work, and the accomplishments of the Food Administration in the State and Nation. Your earnest cooperation in this work is confidently expected.

H. A. MORGAN.