

COMMUNITY CHESTS & COUNCILS, INC.

155 EAST 44TH STREET . NEW YORK, N. Y.

MURRAY HILL 6-2923

31st FLOOR, COMMERCE BUILDING

President
FREDERIC R. KELLOGG Morristown, N. J.

Honorary President
NEWTON D. BAKER Cleveland, Ohio

Vice-Presidents
JOHN STEWART BRYAN Richmond, Va.
GEORGE E. VINCENT Greenwich, Conn.
STILLMAN F. WESTBROOK Hartford, Conn.

Treasurer
HENDON CHUBB The Oranges, N. J.

Secretary
PERCIVAL DODGE Detroit, Mich.

Staff
ALLEN T. BURNS *Executive Vice-President*
RALPH BLANCHARD *Administrative Director*
BRADLEY BUELL *Field Director*

Directors
S. M. BOND Beverly Hills, Calif.
C. M. BOOKMAN Cincinnati, Ohio
HENRY G. BOWDEN Fort Worth, Texas
ALLSTON BURN Boston, Mass.
J. HERBERT CASE New York, N. Y.
MRS. IRENE F. CONRAD Santa Fe, N. M.
C. PHELPS DODGE Washington, D. C.
J. HOWARD T. FALK Vancouver, B. C., Canada

ARTHUR A. GUILD Richmond, Virginia
FRANK M. HARDT Philadelphia, Pa.
MRS. T. D. HEWITT Greenwich, Conn.
DAVID C. LIGGETT Indianapolis, Ind.
ROBERT F. MADDOX Atlanta, Ga.
WILBUR F. MAXWELL Pittsburgh, Pa.
HARRY MONSKY Omaha, Nebraska
GEORGE W. MORGAN St. Paul, Minn.
EDWARD L. RYERSON, JR. Chicago, Ill.
FREDERIC W. SMITH Newark, N. J.
RAY W. SMITH San Francisco, Calif.
EMIL G. STEGER St. Louis, Missouri
FRED STEPHENSON Springfield, Mass.
KENNETH STURGES Cleveland, Ohio
HARRY P. WARREN Rochester, N. Y.

July 18, 1935

Miss Ida M. Tarbell
120 East 19th Street
New York, N. Y.

My dear Miss Tarbell:

Mr. Gerard Swope, President of the General Electric Company, has accepted the chairmanship of the 1935 Mobilization for Human Needs. He succeeds Mr. Newton D. Baker at Mr. Baker's request and the latter's insistence that he himself be relieved of the chairmanship after three years of distinguished and effective leadership. Mrs. Franklin D. Roosevelt has accepted the chairmanship of the National Women's Committee of the Mobilization. Thirty-four leading national welfare organizations are cooperating with Community Chests and Councils, Inc., which directs and administers the Mobilization. As President of this association, may I ask you to serve as a member of the National Citizens Committee under Mr. Swope as chairman, and thereby support and strengthen the able leadership that has already been enlisted.

The more government participates in welfare activities, the more need that this participation be leavened and stimulated by the personal, individualized services of private organizations. The fact is that as local and national governments have added billion to billion for material relief they have had to decrease absolutely or relatively their expenditures for other human needs. Since 1929 public expenditures for recreation have been cut 40 per cent; government nursing services have decreased 15 per cent, while free private nursing has increased 20 per cent. In the face of a vastly enlarged demand for free hospitalization, government hospitals have increased this service 19 per cent; voluntary hospitals 56 per cent.

The Mobilization does not raise money but provides information and impetus - drawn from the whole nation - to back up the local workers who must secure the contributions for those indispensable human services required in their own communities. We are assured of all the great national channels of publicity - radio,

press, advertising and platform. The expense funds for the utilization of these facilities are already provided by the very communities which must themselves finance their own good neighborly services.

There will be only one meeting of the Citizens Committee and that in connection with the National Mobilization Conference to be held at Washington on September 27 and 28. The President has invited the Conference to hold its first session at the White House.

May we not have your acceptance of membership on this National Committee? The publication of your membership in this committee will add to the impressiveness of the wide-spread interest throughout the nation in the 1935 Mobilization for Human Needs.

Very truly yours,

A handwritten signature in dark ink, reading "Frederic Kellogg". The signature is fluid and cursive, with the first name "Frederic" and the last name "Kellogg" clearly distinguishable. The signature is written over the typed name and title.

Frederic R. Kellogg
President