

August 3, 1917.

Mr. S. F. McDonald,
400 Monroe St.,
Memphis, Tenn.

My dear Mr. McDonald:

Thank you for your letter of July 30, which is very interesting. I am sure you have points there that if they can be worked out properly will do a great deal to bring down the price of bread to the poor.

I have had not a few letters from people who have felt that in giving up the deliveries the bakers were merely saving themselves expense, that the public was getting no return. I do not think this position is right; that is, in giving up your returns I do not believe that you are making much if any money. The volume of your business was cut down, as I see it. At all events, the saving of 4 or 5% of wheat was justification enough for the change in an emergency time.

I do feel that it would be a great service to this country and would help enormously toward better understanding and good will, and creating the proper spirit with which to win the war, if the high prices of the necessities of life such as bread could be cut. I do not know that any body of people in this country could do a greater service than the bakers can do, if they will set themselves as a group to study this problem of how to give cheap bread. You probably would have to work it out with the millers and with the transportation agencies. A loaf of mixed flour especially of a lower price might help.

It would be a splendid thing to undertake, my dear Mr. McDonald, and I judge from your letter that you are preparing to take hold of it.

Very truly yours,