

# NATIONAL ASSOCIATION OF MASTER BAKERS

ORGANIZED 1897

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## AND THE OFFICERS

## OFFICE OF THE PRESIDENT

400 Monroe Street

Memphis, Tenn.,

July 30th, 1917.

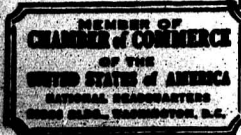
Miss Ida M. Tarbell,  
1814 N. St., N.W.,  
Washington, D.C.

My dear Miss Ida:

Your letter of the 17th inst. on my desk upon my return from Washington, where our emergency council had a session with the food commissioner, endeavoring to be of some service in giving information to them relative to the bread baking situation.

I am sure that what you have done so far has been useful and I am sure that when the baker has made the effort that he is going to be called upon to make and has been successful; viz, the elimination of every unnecessary expense incident to the baking of bread and of every waste, to conserve as much of the wheat crop as possible, consistent with good bread, wholesome and with the palate appeal that it will be to the interest of the consumer to purchase her bread from the baker.

There is wasted in the homes and in the bakeries of this country, I estimate, approximately flour for dusting, from eight to ten million bushels of wheat. The baker is going to find a way to conserve this in the bakery by substituting other cereals or some other idea, and we hope to have various reasons to offer the housewife why she should patronize enterprising, up to date, efficient, patriotic baker in her community. There are various savings under consideration now to offer the bakers, but equal to all these so far suggested, it seems to me will be the



I. M. T. #2-

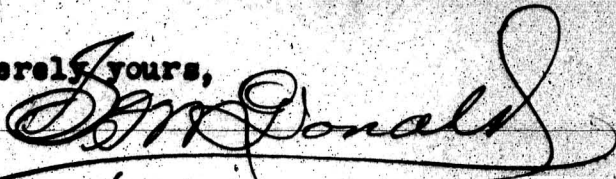
reduction in overhead incident to a greatly increased volume of business if the housewife felt warranted in depending upon the baker for this service.

The department is going to ask us to furnish bread at the lowest possible price for the reasons that war conditions are going to pinch the poor and the basis of living of the poor is largely the loaf of bread.

I am writing you this letter personally. I do not know that what I am writing will interest you, and I do not feel that it should interest you until there has been the effort made by the baker that he is going to be asked to make.

Appreciating very much the patriotic spirit that prompts you in doing your bit, and the effective manner in which you have been doing it, I am

Sincerely yours,

A handwritten signature in dark ink, appearing to read "B. M. Donald". The signature is fluid and cursive, with a long, sweeping underline that extends to the left and then curves back under the signature.

SFMcD/MSW.