

THE ENDORSEMENT OF THE PRESIDENT
OF THE UNITED STATES

THE WHITE HOUSE
WASHINGTON

January 10, 1924.

My dear Mr. Secretary:

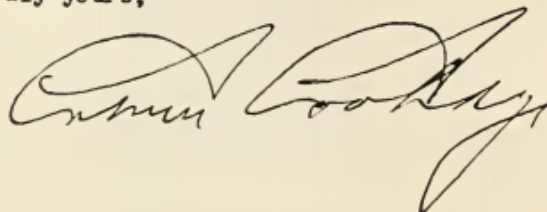
I have frequently observed the instructive and inspiring force which the Better Homes in America movement is contributing to our national life, and I am more than well pleased with the reorganization that has just taken place under your direction, by which it has now an independent and substantial foundation and I count it a happy obligation to remain Chairman of the Advisory Council.

The achievement of Mrs. Willism Brown Meloney in managing the movement entitles her to highest credit, I am glad to know that she will continue association with the work, and the private organization that has turned over its efforts to the new Administration has shown a fine spirit.

The American home is the foundation of our national and individual well being. Its steady improvement is, at the same time, a test of our civilization and of our ideals. The Better Homes in America movement provides a channel through which men and women in each community can encourage the building, ornamenting and owning of private homes by the people at large. We need attractive, worthy, permanent homes that lighten the burden of housekeeping. We need homes in which home life can reach its finest levels, and in which can be reared happy children and upright citizens.

I commend participation in Better Homes demonstrations and in the other work of the movement to the American people.

Very truly yours,



Hon. Herbert Hoover,
Secretary of Commerce.