As a result of World War I in 1914, the American ‘League to Enforce Peace’ (LEP) was founded on June 17, 1915 in Philadelphia’s Independence Hall. Ex-President William Howard Taft became the organization’s first president.

The aims of the LEP were to ‘make the world safe through defeat of the German military and building a League of Nations to promote world peace’. The new world organization would be based on an international agreement binding governments to arbitration rather than armed conflict.

The LEP focused on distributing articles publicly supporting international cooperation and promoting Wilson’s plan to join the League. The LEP unsuccessfully opposed Senate efforts to restrict U.S. participation. The U.S. didn’t join the League of Nations due to Republican political intrigue and the League to Enforce Peace dissolved in 1923.

"If it should ever be our privilege to suggest or initiate a movement for peace among the nations now at war, I am sure that the people of the United States would wish their Government to move along these lines: First, such a settlement with regard to their own immediate interests as the belligerents may agree upon. We have nothing material of any kind to ask for ourselves, and are quite aware that we are in no sense or degree parties to the present quarrel. Our interest is only in peace and its future guarantees. Second, an universal association of the nations to maintain the inviolate security of the highway of the seas for the common and unhindered use of all the nations of the world, and to prevent any war begun either contrary to treaty covenants or without warning and full submission of the causes to the opinion of the world,—a virtual guarantee of territorial integrity and political independence...”

- Woodrow Wilson

League to Enforce Peace - A Cover and Its Contents
By Fran Adams (Adapted from his Single Row Exhibit)
Method

Seeding various established and trusted news and publishing firms with new articles was an efficient method of spreading the LEP message.

Form letter content to publishers advising of the free news source

Alexander Graham Bell Member of LEP

Make-up Value

Reply postcard included with letter

League to Enforce Peace

130 West Forty-second Street

Mr. Ames

New York
Purpose

This example includes basic information and articles on formation of the League of Nations.

The articles were written by high profile public figures such as Herbert Hoover as to why the American public should consider voicing support for the United States becoming a member of the newly formed world organization.

Proof of news and article broadside provided to publishers as indicated in the letter on page 2