

INTERPRET:

“We in America today are nearer to the final triumph over poverty than ever before in the history of any land.”

- Herbert Hoover

President of the United States (1929-1933)

**hOOVER'S
“VOLUNTEERISM”**

**IN 1928, AMERICANS ELECTED HERBERT
HOOVER TO THE PRESIDENCY**

**hOOVER CONTINUED THE "hands off"
GOV. POLICIES OF HARDING & COOLIDGE**



**BY 1930, WITH THE ECONOMY CRASHING,
AMERICA TURNED TO HOOVER FOR HELP**



**HOW HOOVER WOULD RESPOND WOULD
COME TO DEFINE HIS PRESIDENCY**



SO LET'S TAKE A LOOK AT...

HOOVER'S PHILOSOPHY

ORPHANED AT A YOUNG AGE, HOOVER'S LIFE WAS A **RAGS-TO-RICHES** STORY

HE ATTENDED STANFORD UNIVERSITY AND BECAME A SELF-MADE MILLIONAIRE AS A MINING ENGINEER

AS A RESULT, HOOVER'S BELIEFS CENTERED AROUND "**RUGGED INDIVIDUALISM**"

THE IDEA THAT EVERYONE SHOULD SUCCEED THRU THEIR OWN EFFORTS, W/O THE AID OF OTHERS

HE SERVED AS **SECRETARY OF COMMERCE** UNDER HARDING & COOLIDGE

HE WAS A VOCAL PROPONENT OF THEIR PRO-BUSINESS, SMALL GOVERNMENT POLICIES

HE WON THE GOP NOMINATION IN 1928 UNDER THE PREMISE THAT HE WOULD CONTINUE THEIR POLICIES



HOOVER'S PRESIDENCY

HOOVER'S LEGACY

**FAILURE TO ACT, BLAMED FOR
WORSENING THE DEPRESSION**

**WHEN THE DEPRESSION HIT, HOOVER
BELIEVED THE ECONOMY WOULD FIX ITSELF**

*HE STRESSED THAT AMERICANS SHOULD REMAIN
OPTIMISTIC WHILE GOV. MAINTAINED A LIMITED ROLE*

**HE OPPOSED ALL FORMS OF DIRECT RELIEF
OR FEDERAL WELFARE TO AID CITIZENS**

**HE THOUGHT GOV. SHOULD FOSTER
COOPERATION B/W BUSINESSES & PEOPLE**

*HOOVER BELIEVED GOV. SHOULDN'T FORCE BUSINESSES
TO DO THINGS, BUT THEY MUST DO THEM ON THEIR
OWN*



LET'S TAKE A LOOK AT HOOVER'S

CAUTIOUS

POLICIES

POLICIES

A LIMITED RESPONSE

HOOVER'S RESPONSE TO THE GREAT DEPRESSION CENTERED ON "VOLUNTEERISM"

THE IDEA THAT BUSINESSES AND PEOPLE WOULD DO WHAT WAS RIGHT FOR THE ECONOMY ON THEIR OWN

HOOVER CALLED TOGETHER BUSINESS, BANKING, AND LABOR LEADERS TO TALK

HE ASKED THEM TO VOLUNTARILY NOT FIRE WORKERS, CUT WAGES, NOT FORECLOSE, AND NOT STRIKE

HE CONCENTRATED GOV. EFFORTS TO PROVIDE RESOURCES TO CHARITIES SO THEY COULD PROVIDE RELIEF TO THE NEEDY

WHILE THIS HELPED SOME, CHARITIES WERE OVERWHELMED AND RAN OUT OF RESOURCES QUICKLY



BY 1930, THE ECONOMY WAS IN RUINS AND ANGER IN AMERICA WAS AIMED AT HOOVER

AMERICANS FELT THE PRESIDENT WASN'T LEADING THE COUNTRY IN TIME OF CRISIS



DESPERATE FOR HELP, MANY FELT THE GOVERNMENT HAD FAILED THOSE IN NEED

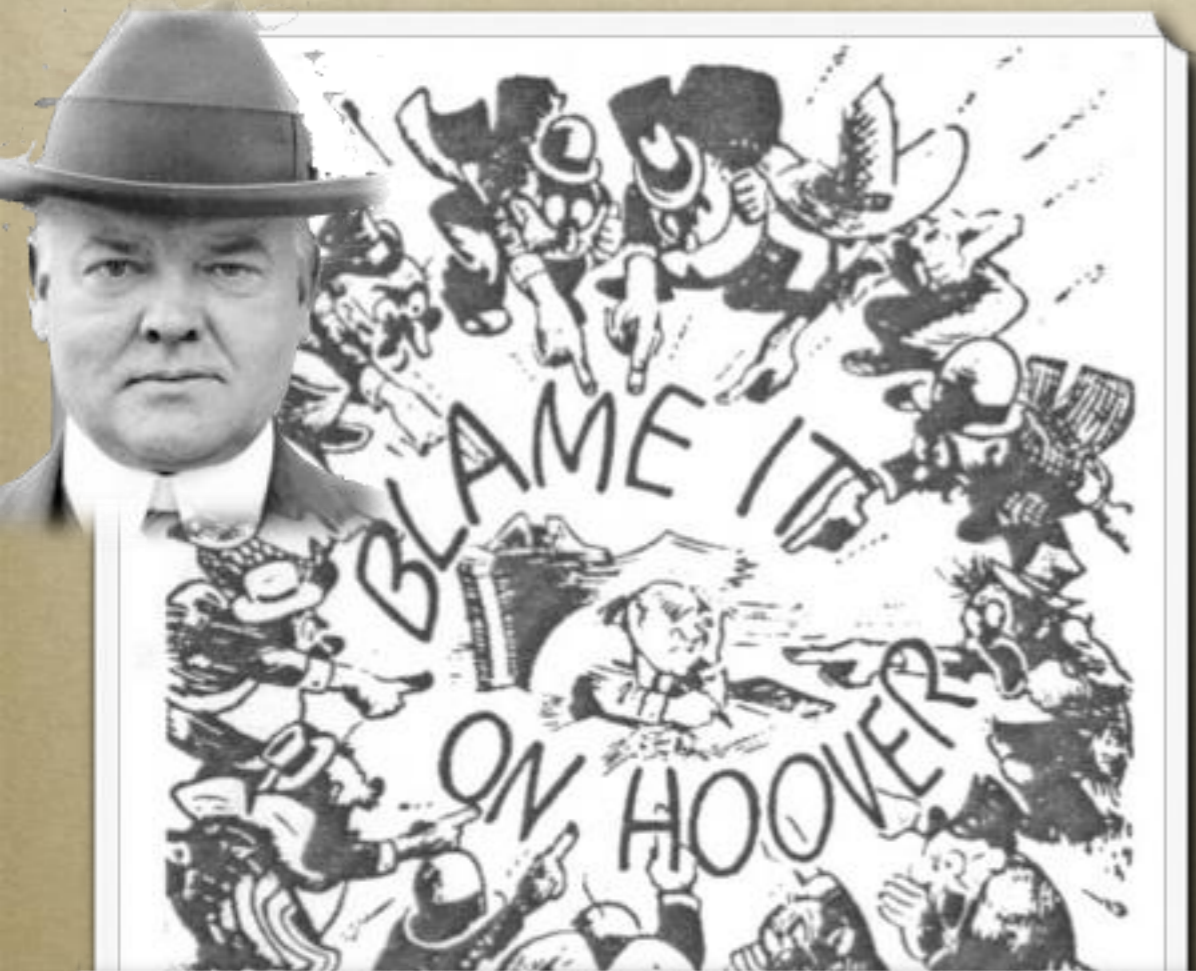


HOOVER WAS SEEN BY AMERICANS AS A COLD AND HEARTLESS MAN OF PRIVILEGE



AND SO...

AMERICA TURNS ON HOOVER



AS THE **DEPRESSION WORSENE**D,
FRUSTRATION BOILED OVER INTO ANGER

AMERICANS **BLAMED HOOVER** FOR THEIR TROUBLES
AND FOR **WORSENING THE DEPRESSION BY NOT ACTING**

ANGRY FARMERS DEMONSTRATED THEIR
FRUSTRATION IN NUMEROUS WAYS

SOME **BURNT THEIR CROPS**, **POURED THEIR MILK INTO**
SEWERS INSTEAD OF SELLING IT AT A LOSS

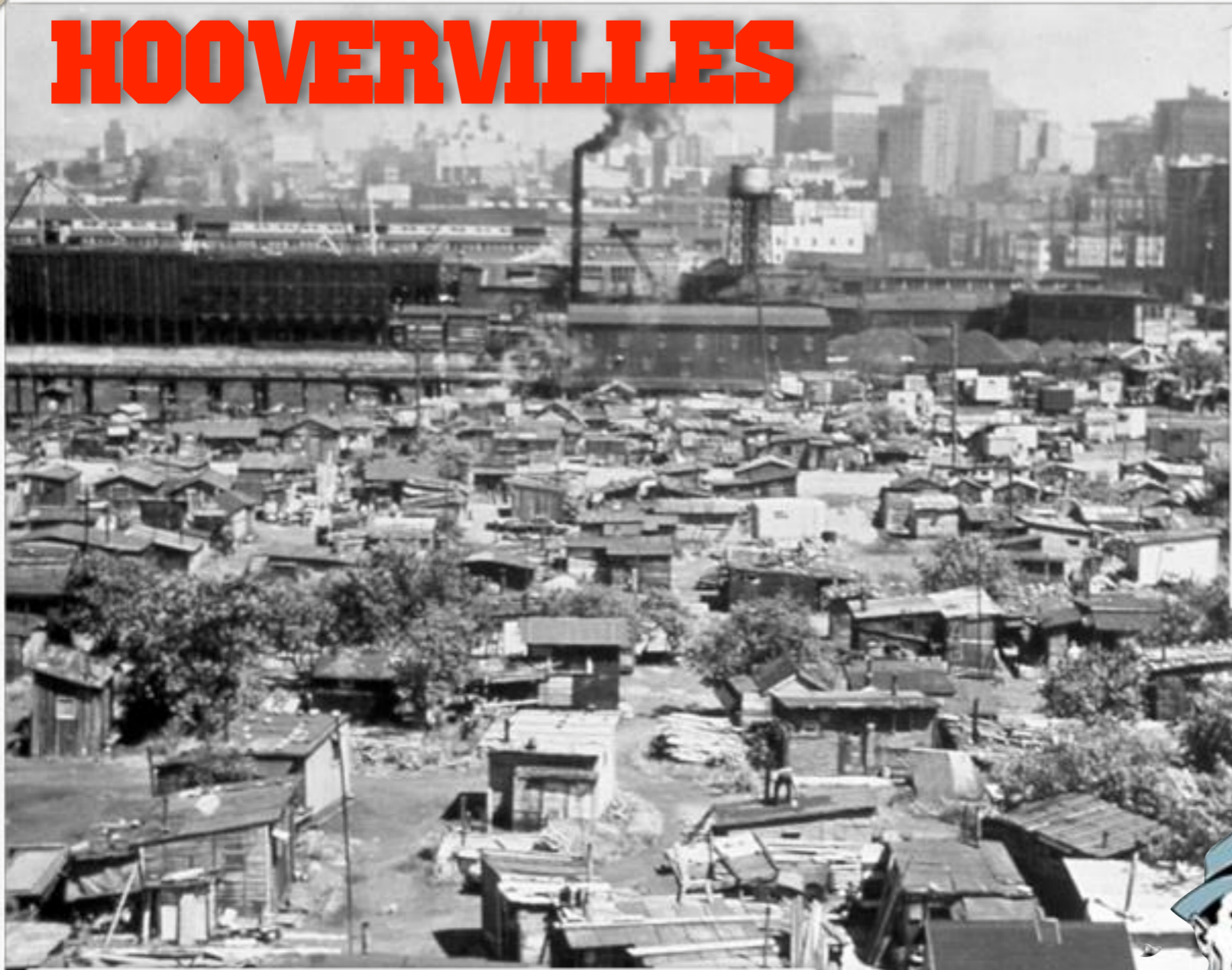
OTHERS **STOPPED WORKING THEIR LAND**, **BLOCKED**
ROADS, AND **USED FORCE** TO PREVENT FORECLOSURES

SYMBOLS OF THE DEPRESSION AROUND
AMERICA WERE NAMED AFTER HOOVER

THE HOMELESS LIVED IN "**HOOVERVILLE**S", WRAPPED
IN "**HOOVER BLANKETS**", FLEW "**HOOVER FLAGS**"



HOOVERVILLE



HOOVER BLANKETS



HOOVER FLAGS



FINALLY FORCED INTO ACTION, HOOVER

PROVIDES

DIRECT RELIEF

DIRECT RELIEF

TOO LITTLE TOO LATE



BOULDER DAM

HOOVER AUTHORIZED THE CONSTRUCTION OF **BOULDER DAM ON THE COLORADO RIVER**

A PUBLIC WORKS PROJECT THAT CREATED 1000S OF JOBS, ELECTRIC POWER, WATER SUPPLY FOR THE REGION

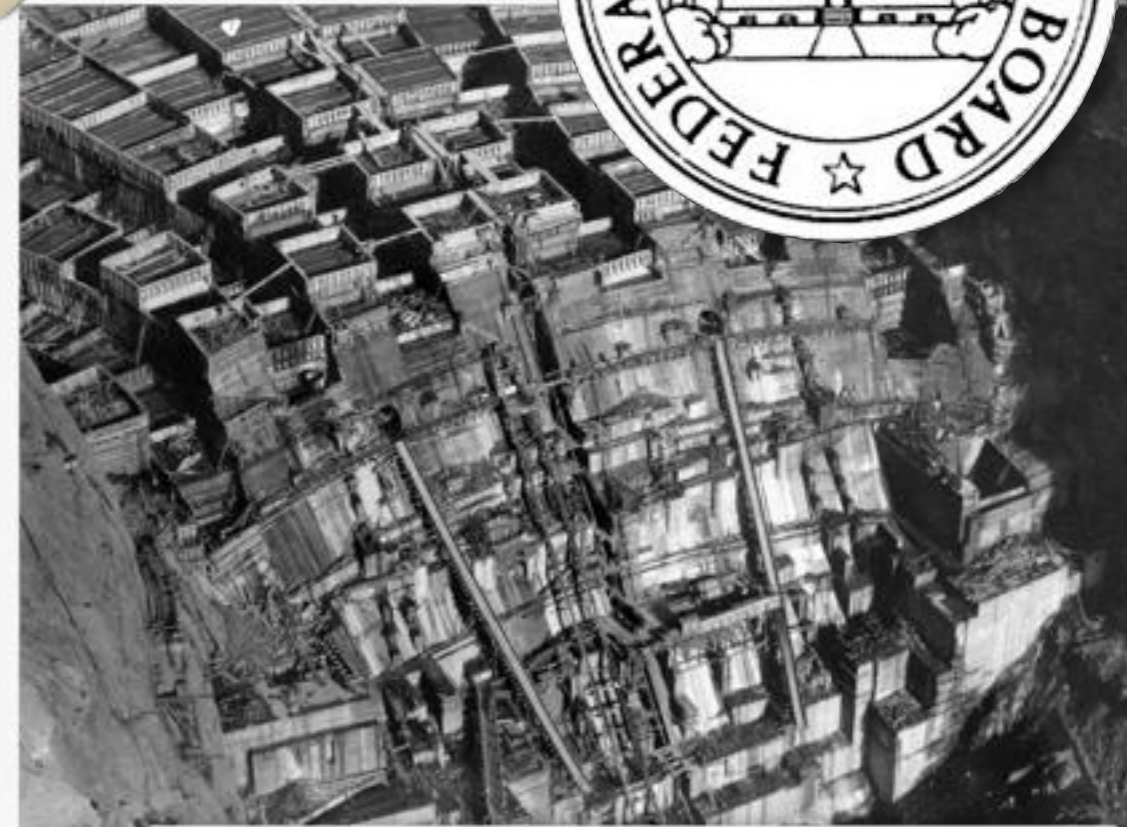
THE **FEDERAL HOME LOAN BANK ACT**

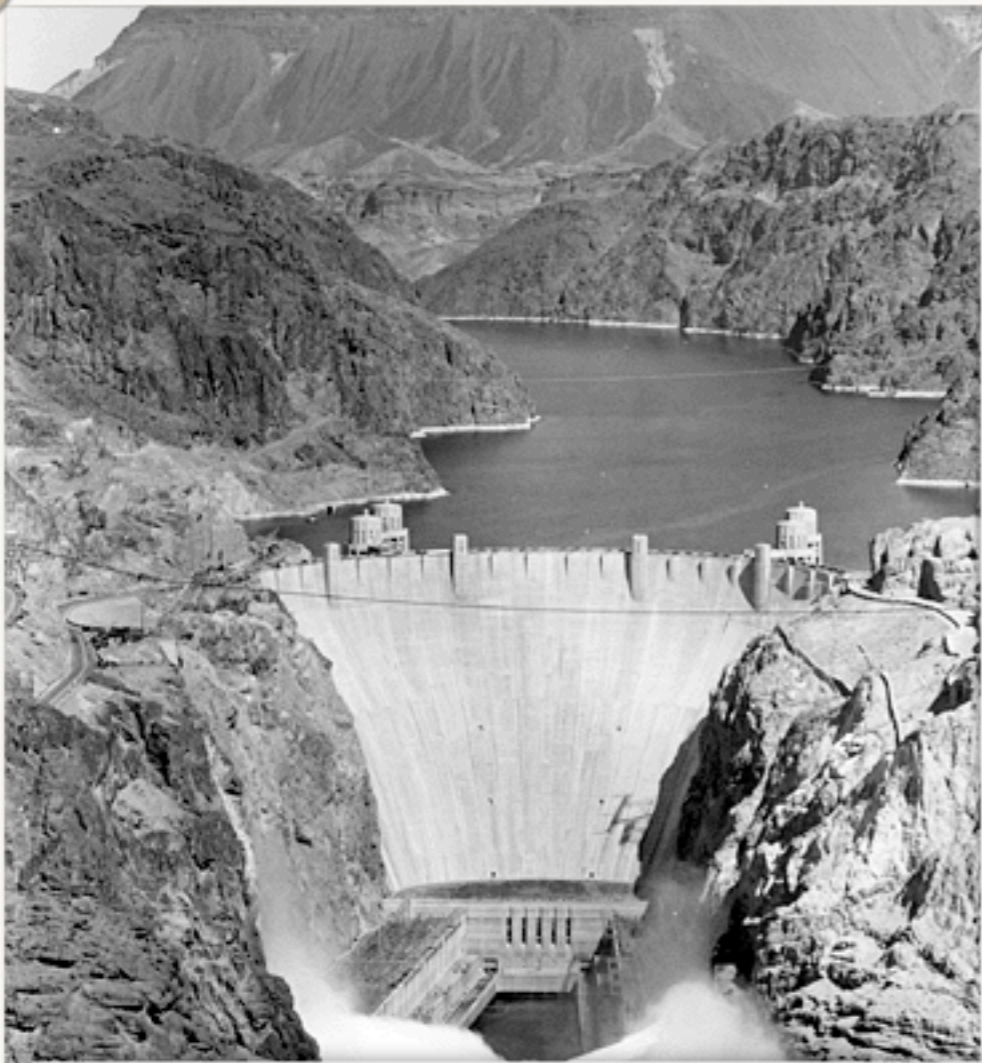
THIS LAW **LOWERED MORTGAGE RATES** & LET FARMERS **REFINANCE THEIR LOANS**

IT HELPED KEEP AMERICANS IN THEIR HOMES

THE **RECONSTRUCTION FINANCE CORP.**

THIS "**BAILOUT**" PROVIDED **\$2 BILLION** FOR BANKS & BUSINESSES TO **KEEP THEM AFLOAT**



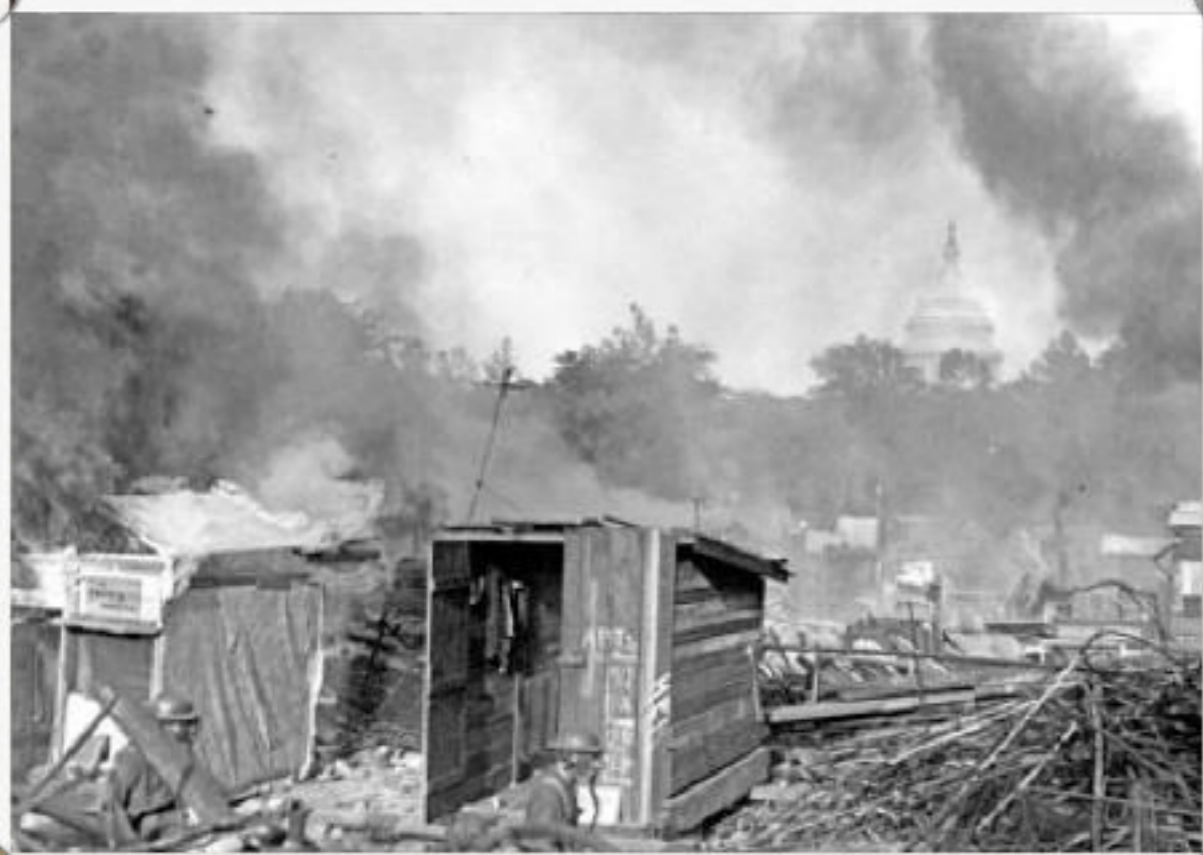


IN 1947, TO COMMEMORATE HIS EFFORTS IN GETTING THE DAM BUILT, THE DAM WAS RENAMED THE HOOVER DAM

AND THEN, IN 1932...

THE FINAL STRAW

THE MARCH OF THE BONUS ARMY



1932 - 20K WWI VETS, UNEMPLOYED, HUNGRY, AND DESPERATE, MARCH ON DC

THEY WANTED CONGRESS TO PAY THEM THEIR WWI BONUSES NOW, NOT IN 1945 WHEN IT WAS DUE

WHEN CONGRESS DENIES THE BONUS, THE "BONUS ARMY" WAS ORDERED TO LEAVE

THE MARCHERS HAD COME WITH THEIR FAMILIES AND SET UP A SHANTYTOWN WITHIN VIEW OF THE CAPITOL

MOST OF THE MARCHERS LEFT DC, BUT AROUND 2000 REMAINED W/ THEIR FAMILIES AND WERE MAD

HOOVER ORDERS THE US ARMY TO REMOVE THE MARCHERS BY FORCE

THE MOB IS GASSED, SHOT, THEIR CAMP BURNED DOWN AS A BABY DIES AND VETS ARE INJURED

CLOSURE

WRITE THREE THINGS YOU
LEARNED TODAY ABOUT:

- 1) Hoover's Response to the Depression
- 2) The Backlash to Hoover's Response
- 3) The March of the Bonus Army