INTERNPRET:

“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...
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.
WHEN THE DEPRESSION HIT, HOOVER BELIEVED THE ECONOMY WOULD FIX ITSELF. He stressed that Americans should remain optimistic while government maintained a limited role. HE OPPOSED ALL FORMS OF DIRECT RELIEF OR FEDERAL WELFARE TO AID CITIZENS. HE THOUGHT GOVERNMENT SHOULD FOSTER COOPERATION BETWEEN BUSINESSES AND PEOPLE.

HOOVER’S LEGACY

FAILURE TO ACT. BLAMED FOR WORSENING THE DEPRESSION.
LET'S TAKE A LOOK AT HOOVER'S CAUTIOUS POLICIES
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 government 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...
As the depression worsened, 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 “Hoovervilles”, wrapped in “Hoover Blankets”, and flew “Hoover flags”.

America turns on Hoover.
FINALLY FORCED INTO ACTION, HOOVER PROVIDES 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
1932 - 20K WWI VETS, UNEMPLOYED, HUNGRY, AND DESPERATE, MARCH ON DC

ey 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 WITH 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