

"Hoover the Humanitarian" Campaign Flyer, 1928

HOOVER THE HUMANITARIAN

NO.1 YOUR FRIENDS MAY NOT KNOW THIS

When the War broke out thousands of American Tourists were stranded in Europe ... It was Hoover who managed to get them home.

Belgium suffering, its food supplies exhausted, Hoover called to head American Commission for Relief. The war had depleted Hoover's finances. Offers before him for gigantic work.

At the breakfast table with Will Irwin, Mr. Hoover said — "The Hell with my Fortune"—and started on his great humanitarian work.

Millions were fed and clothed. Millions of tons of foodstuffs acquired on credit pending contributions. With delicate diplomacy overcame opposition from several Nations. Backed by American public opinion he overcame all obstacles. Fed 10,000,000 people for three years. Spent \$25,000,000 a month. \$928,000,000 all told. Hoover never drew one cent from these funds for salary, living expenses, traveling expenses, or for any purpose whatsoever. He paid out of his own pocket.

IT WAS HOOVER

NO.2 EFFICIENCY PLUS HUMANITARIANISM

Who kept 80 Freighters busy bringing 350,000,000 pounds of foodstuffs into Belgium every month to feed 10,000,000; every noon 2,300,000 children fed in the Belgian and Northern France Schools. His agents carried passports aligned merely "Herbert Hoover" (what a testimonial to European confidence in his integrity). He made 40 round trips across the North Sea mines, back and forth across the war lines, battles with Lloyd George, Clemenceau and the German War Lords. They backed down and Belgium did not starve. Hoover was the only man in the world privileged to oscillate from Allied Headquarters to the German Headquarters at Charleville.

"As accomplishment without stain, this enterprise in practical idealism; the bright motive in the first two gloomy acts of comic tragedy; the benevolent but practical American spirit in its highest manifestation."

--- WHO BUT HOOVER ---

HOOVER'S AMERICANISM

NO.3 JUST A REAL AMERICAN

Did you hear that Mr. Hoover is not an American?

Herbert Hoover was offered citizenship in Great Britain, an executive position and a title. Herbert Hoover's reply was — "I will do all I can to help with pleasure but I'll be damned if I will give up my American citizenship."

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HOOVER IS MORE THAN AN ENGINEER

NO.4 ENGINEER

"He has lifted engineering to its highest level. When as a boy he worked in the drifts of the Sierra mines, the Engineer — estimated the cost and selected the methods for sinking a shaft or digging a ditch or building a dam. —Gradually engineering expanded to a higher function — began to use calipers and calculus upon companies and industries as a whole; to discover by experiment and calculation where they were wasting efforts, were missing opportunity, where blanketing with tradition."

(From Will Irwin's "Herbert Hoover" Page 313)

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HOOVER'S WAR SERVICE

NO.5 DIPLOMAT

During the war Hoover was a diplomat, a financier, a dietician, admiral of a fleet, administrator of a billion dollar enterprise which absorbed only 3/8 of one percent for "overboard."

--- WHO BUT HOOVER ---

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WAS HOOVER AWAY FROM THE UNITED STATES TOO LONG?

NO.6 SYMBOLIZING AMERICAN IDEALS

Rapidly established reputation as mining engineer. Called to Australia in 1907. Then to China for awhile (read in Will Irwin's Biography of Hoover how he and Mrs. Hoover served in fighting Boxer of Peking). Turkestan, Malay, Burma, Siberia. Carrying the gospel of American methods, American honesty. During the war he symbolized to the starving millions in Belgium and Germany the generosity and humanity of the American people.

Actually he was in the Country part of every year except 1907. With consulting jobs and branch offices scattered over the globe, is this a detriment or an ASSET?

Any diplomatic experiences in dealing with the heartbreaking Czarist system, the "sphere of interest" in China, the imperialistic intrigues in Africa, the revolutionary proclivities of Central America?

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HOOVER AS FOOD ADMINISTRATOR

NO. 7 FOOD ADMINISTRATOR

We entered war in 1917. Belgian relief continued under European auspices. Hoover comes home to be Food Administrator. Americans induced to save 1/3 wheat crop for European use. Governmental Grain Corporation formed. Bought and sold NINE BILLION DOLLARS worth of foodstuffs and finally left \$50,000,000 of profit in the hands of the Government.