

TEACHER'S GUIDE
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MISSION 5: "Up from the Dust"

"Of Course We Can Do It!" Advertisement

Few Americans expected the government to take drastic action when the Depression struck. Many turned instead to their employers, merchants, churches, landlords, and local banks, as well as to family networks, for assistance. This 1931 advertisement, placed by the President's Organization on Unemployment Relief, encourages local voluntary charity as a response to the Great Depression. As the Depression and unemployment deepened, however, it became clear that local relief was drastically inadequate and aggressive government action was needed.

NOVEMBER 21, 1931 THE LITERARY DIGEST 45



Of course WE CAN DO IT!

- We dug the Panama Canal, didn't we? And they said we couldn't do that.
- We put an army in France four months after we entered the World War, didn't we? And surprised the world.
- Now we've got a tough one to crack right here in our own back yard.

Men are out of work. Our men. Our neighbors. Our citizens. Honest, hard-working folk.

They want jobs. They're eager to work. But there aren't jobs enough to go 'round. Somebody's got to tide them over.

Who's going to do it? The people who dug that ditch. The people who went to France, or bought Liberty Bonds, or went without sugar—Mr. and Mrs. John K. American.

That means you—and you—and Y O U!—every one of us who is lucky enough to have a job.

We're going to share our luck with the folks out of work, arn't we? Remember—there's no National fund they can turn to for relief. It's up to us! And we've got to dig deeper than we did last winter.

But if we all dig deep enough we can keep a roof over every head, food in every pantry, fuel on every fire, and warm clothing on every needy man, woman and child in America.

That will beat Old Man Depression and lead the way to better days. Can we do it? Of course we can do it. Give . . . and give generously.

WHERE TO GIVE: There is no National Agency through which you may contribute. The way for you to give is through your local welfare and relief organizations, through your Community Chest or through your emergency unemployment committee if you have one.

THE PRESIDENT'S ORGANIZATION ON UNEMPLOYMENT RELIEF

Walter S. Hayward Director
(WALTER S. HAYWARD)

COMMITTEE ON MOBILIZATION OF RELIEF RESOURCES

Herbert Hoover Chairman
(HERBERT H. HOOVER)

• The President's Organization on Unemployment Relief is non-political, and non-sectarian. Its purpose is to aid local welfare and relief agencies everywhere to provide for local needs. All facilities for the nation-wide program, including this advertisement, have been furnished to the Committee without cost.

Source: "Of Course We Can Do It!," *Literary Digest*, November 21, 1931. American Social History Project. <http://historymatters.gmu.edu/d/6787>