

**TEACHER GUIDE**

# 1932 DOC. #3: “Don’t Change Now” Poster

**BACKGROUND INFORMATION**

Incumbent Presidents have often argued against changing administrations in the midst of a crisis. This poster for President Hoover’s reelection campaign used a slogan that was widely reprinted on Republican buttons during this election. In 1928 Hoover had been elected in a landslide, carrying 40 out of 48 states. The Great Depression and the stock market crash of 1929 happened during his first year in office. Hoover tried to deal with the situation by expanding public work programs and sponsoring the Reconstruction Finance Corporation to lend money to banks, industries, and state and local governments. These efforts were not enough to turn the economy around.

Hoover suggested that unemployment would spread if Roosevelt won. He warned that Roosevelt’s New Deal would “alter the whole foundations of our national life...and of the principles on which we have builded [sic] the nation” (Boller 235).

> **Project** the document.

**QUESTION** What are the messages of this poster? Support your answer with evidence.

**SUGGESTED ANSWER** It would be a bad idea to change administrations during a crisis.

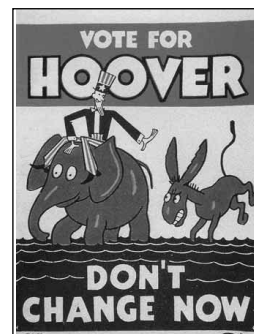
**EVIDENCE** text: “Don’t Change Now”; the elephant seems to be making its way successfully through the flood

**QUESTION** What qualities of character are the Republicans attempting to represent in this image? Where do you see them?

**SUGGESTED ANSWER** Republicans are calm and have patience, strength, and determination.

**EVIDENCE** the elephant appears to be calmly moving through the flood, is strong enough to hold Uncle Sam, and seems undeterred by the angry donkey

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**“Don’t Change Now” Poster**

**PowerPoint Slide**

QUESTION **What qualities of character do the Democrats represent in this image? What is your evidence?**

SUGGESTED ANSWER Democrats are rash, angry, and dangerous.

EVIDENCE the donkey’s bulging eyes and flying tail and hooves; it is trying to kick the elephant and Uncle Sam

**FURTHER QUESTIONS**

What are the advantages or disadvantages of changing a President during a time of crisis like a war or depression?

What role do political slogans play in voter decisions?

**ADDITIONAL INFO**

Hoover went so far as to claim that the New Deal was un-American. On November 5, just prior to the election, he said of Roosevelt’s plans: “This is the same philosophy of government which has poisoned all Europe. They have been fumes of the witch’s cauldron which boiled in Russia and in its attenuated flavor spread over the whole of Europe, and would by many be introduced into the United States in an attempt to secure votes through protest of discontent against emergency conditions” (Boller 236).