

Iowa State Fair Address

AUGUST 30, 1951

I am indebted to the governor, the legislature and the people of my native state for a most distinguished honor at this celebration of Iowa's centennial.

I have been about the world quite a bit since my boyhood in Iowa. I have rubbed against many persons and many races.

I have found the sons and daughters of Iowa scattered all over the earth managing (or mixing with) other people's businesses or governments. And it is for other people's good.

These men and women have received a great inheritance from this state. Here are 2,700,000 people who possess the highest average of intelligence, the highest average of education, and the highest average of human comfort of any patch of 56,000 square miles on the earth.

In view of our serious national situation I would like on this occasion to review a few things for you to think about. They are mainly related to honor in public life.

Let me say at once that honor is not the exclusive property of any political party.

"New"

I may start with the idea that all things in gov-

ernment which bear the prefix "New" are not necessarily new. They may not all of them even be good.

Truly every generation discovers the world all new again and knows it can improve it. It is a good thing that they do — or our race would shrink in vitality and grow senile.

Each generation also wants to find out for itself that the stove is hot. A renewal of that sort of information is valuable.

But we have overworked this word "New" in trying to get out of this age of misery from our 37 years of hot and cold wars, with intervals of hot and cold peace.

In this period we have either been cured or made "New" about 14 times.

We have had the New Order, the New Freedom, the New Day, the New Era, the New Outlook, the New Epoch, the New Economy, the New Dawn, the New Deal, the New Religion, the New Liberalism, the New War and several New Foreign Policies.

None of these were really "new" discoveries.

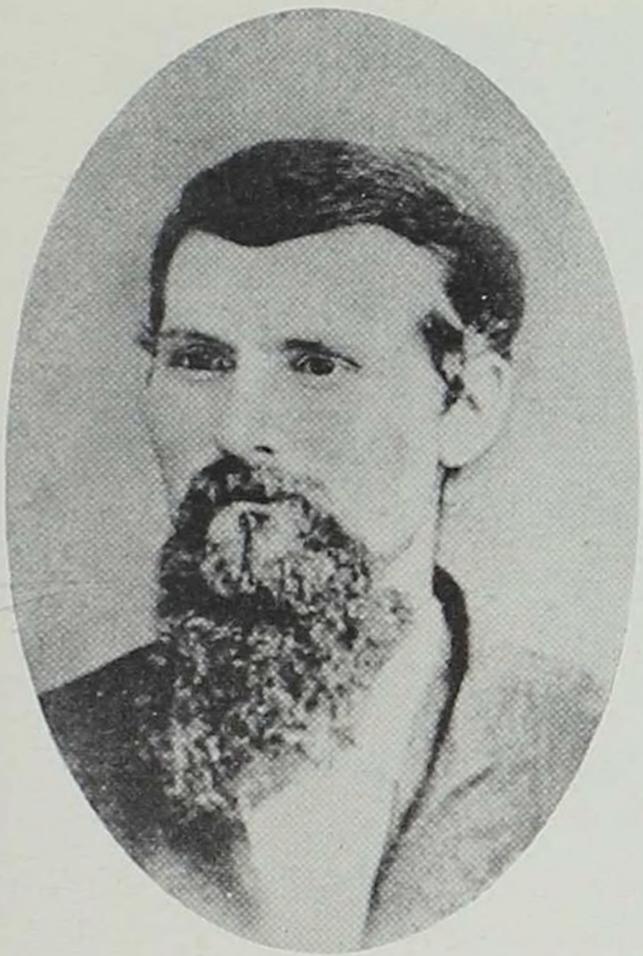
And the New Testament is too often omitted.

After each "New" we have a relapse and take another pill, labeled "New."

False Signposts

Some of these somethings "new" have value. Too many have been false signposts on the road of national progress.

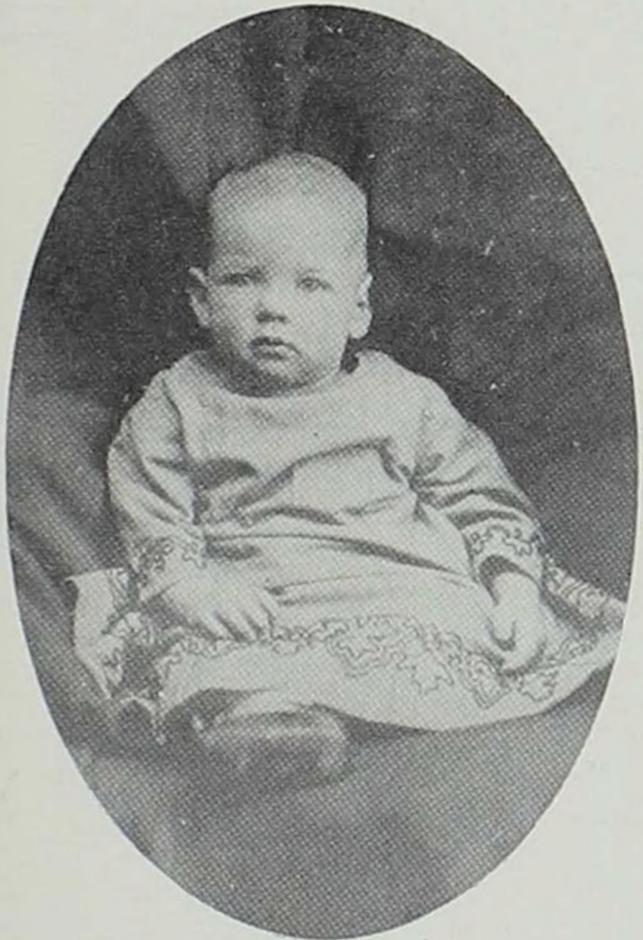
PARENTS OF HERBERT HOOVER



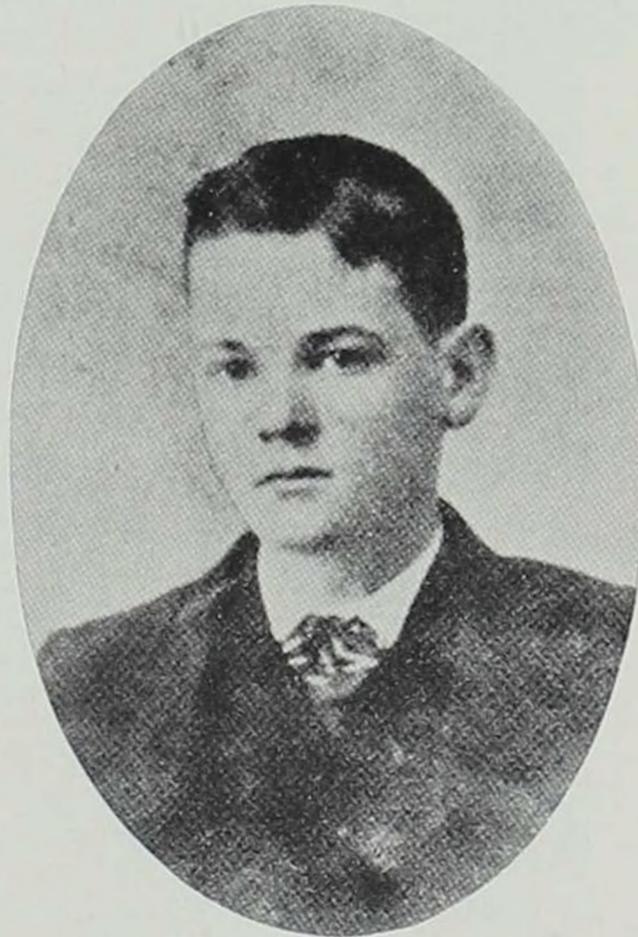
JESSE CLARK HOOVER



HULDA MINTHORN HOOVER



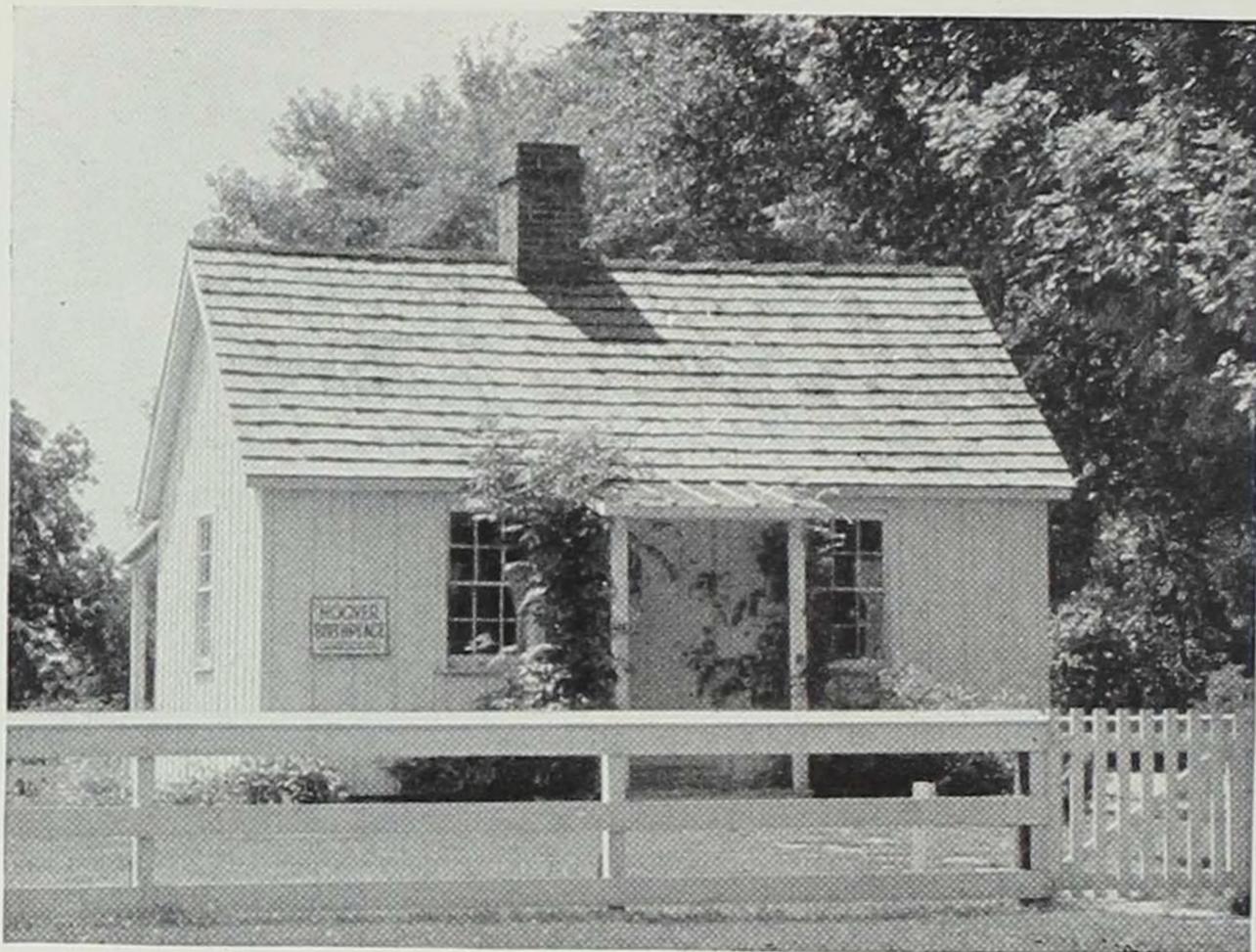
BABY HERBERT



BERT HOOVER

My recollection of my father is of necessity dim indeed My recollections of my mother are more vivid and are chiefly of a sweet-faced woman who for two years kept the little family of four together. She took in sewing to add to the family resources. It was only years later that I learned of her careful saving of the \$1000 insurance upon my father's life in order that it might help in our education. The Memoirs of Herbert Hoover — 1874-1920.

THE HOOVER BIRTHPLACE

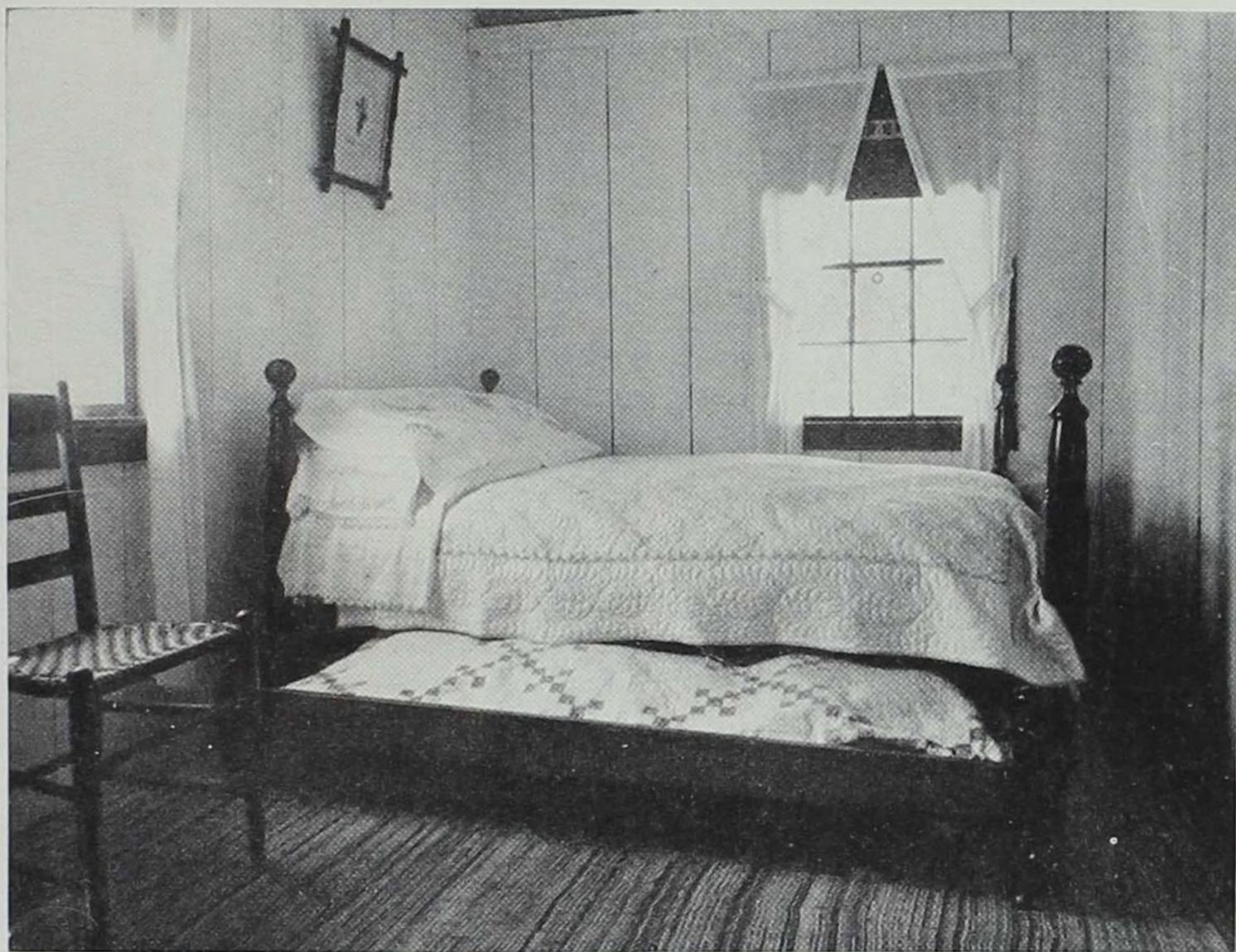


Front View of Hoover Birthplace

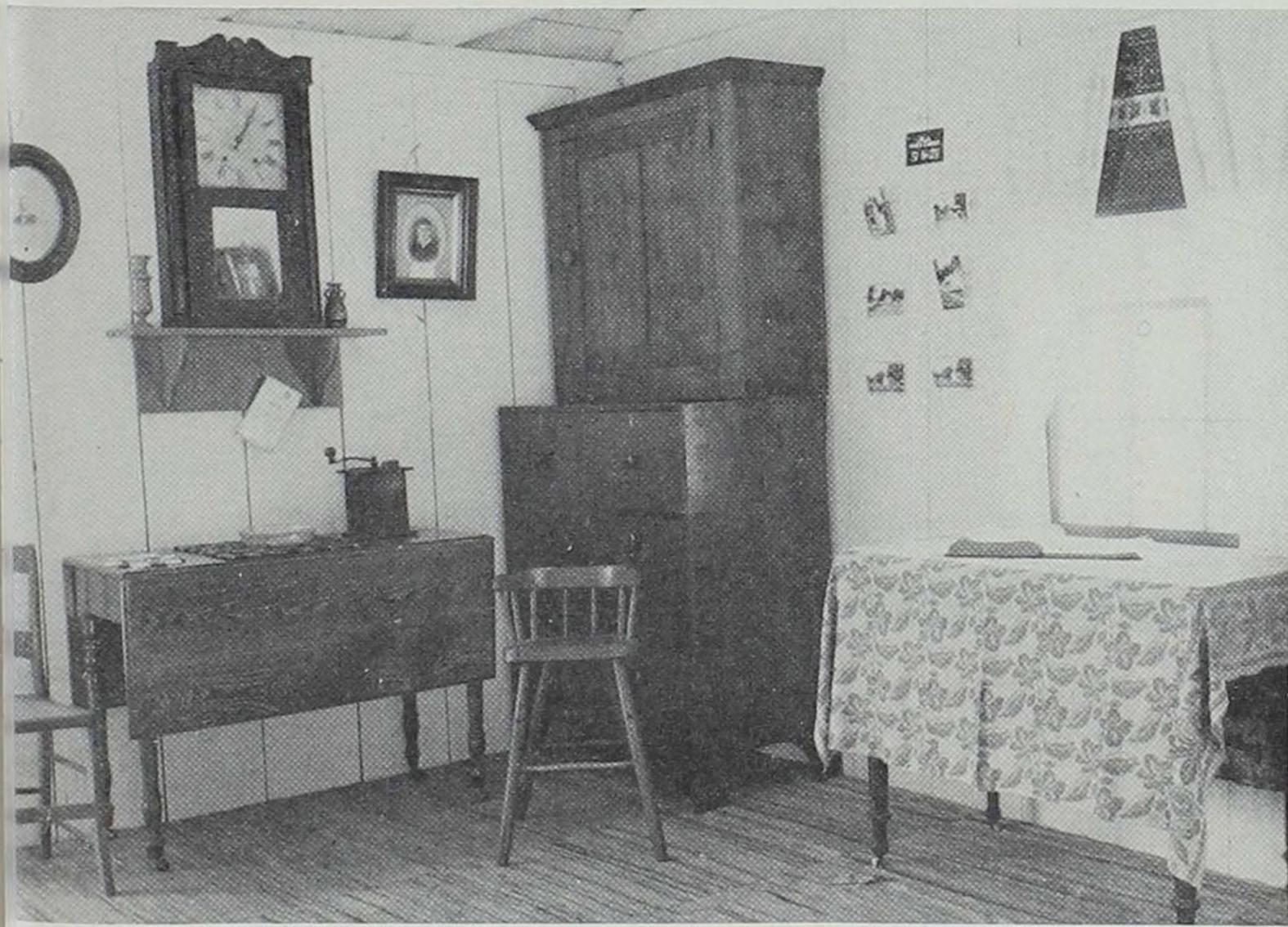


Blacksmith Shop Museum

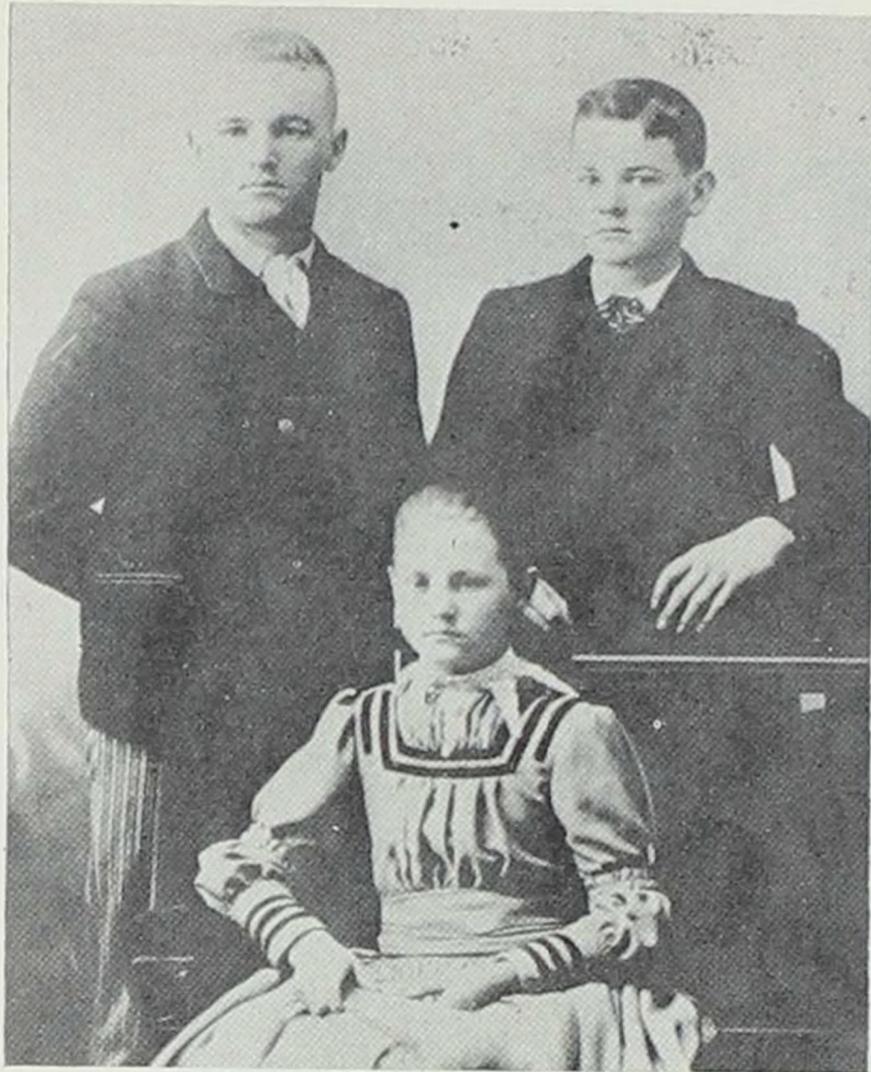
I prefer to think of Iowa as I saw it through the eyes of a ten-year-old boy. Those were eyes filled with the wonders of Iowa's streams and woods, of the mystery of growing crops. They saw days filled with adventure and great undertakings, with participation in good and comforting things. They saw days of stern but kindly discipline. The Memoirs of Herbert Hoover — 1874-1920.



Bedroom of Hoover Home



Corner of Living Room



THEODORE, HERBERT, AND MAY HOOVER



BERT AND THEODORE HOOVER



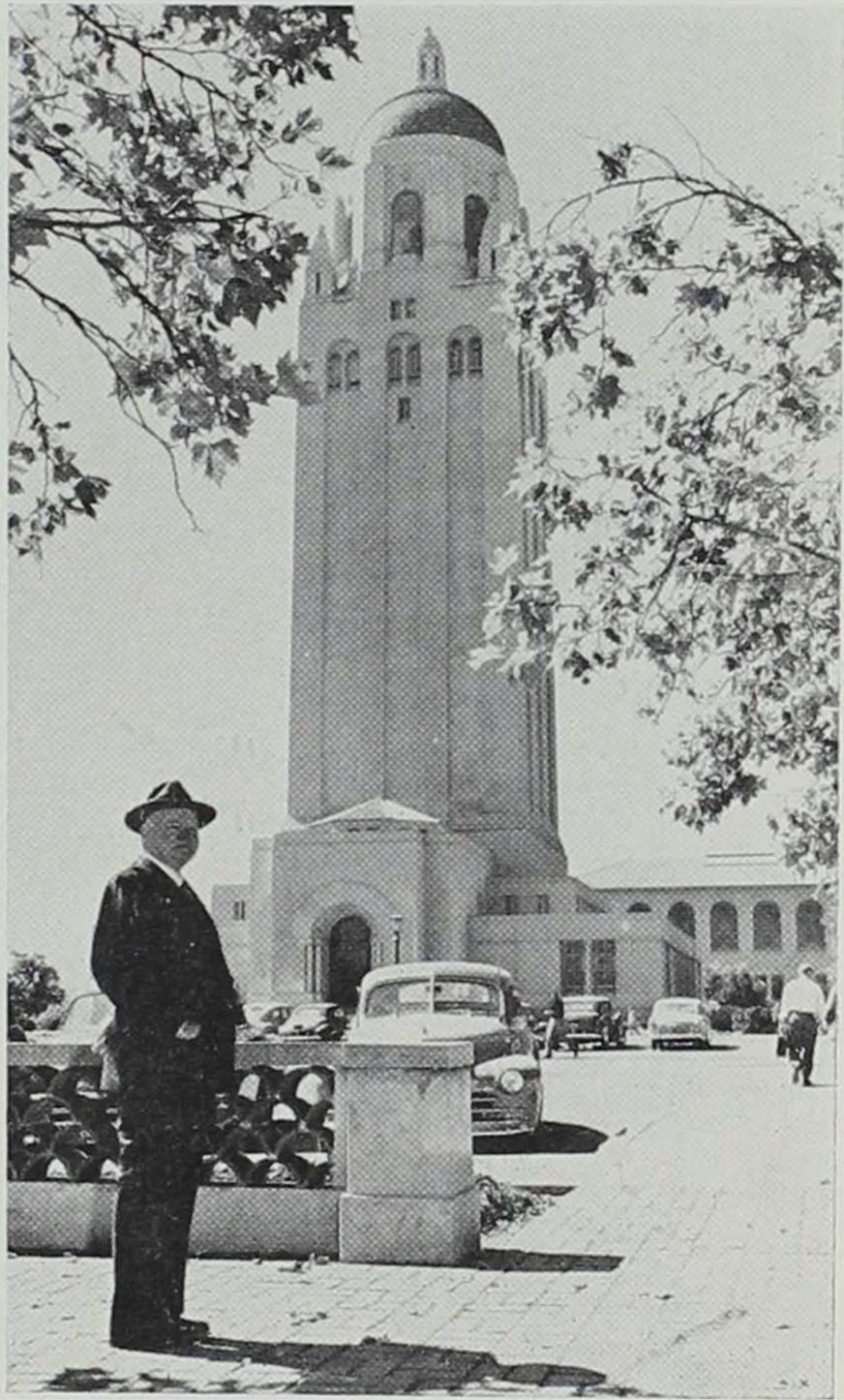
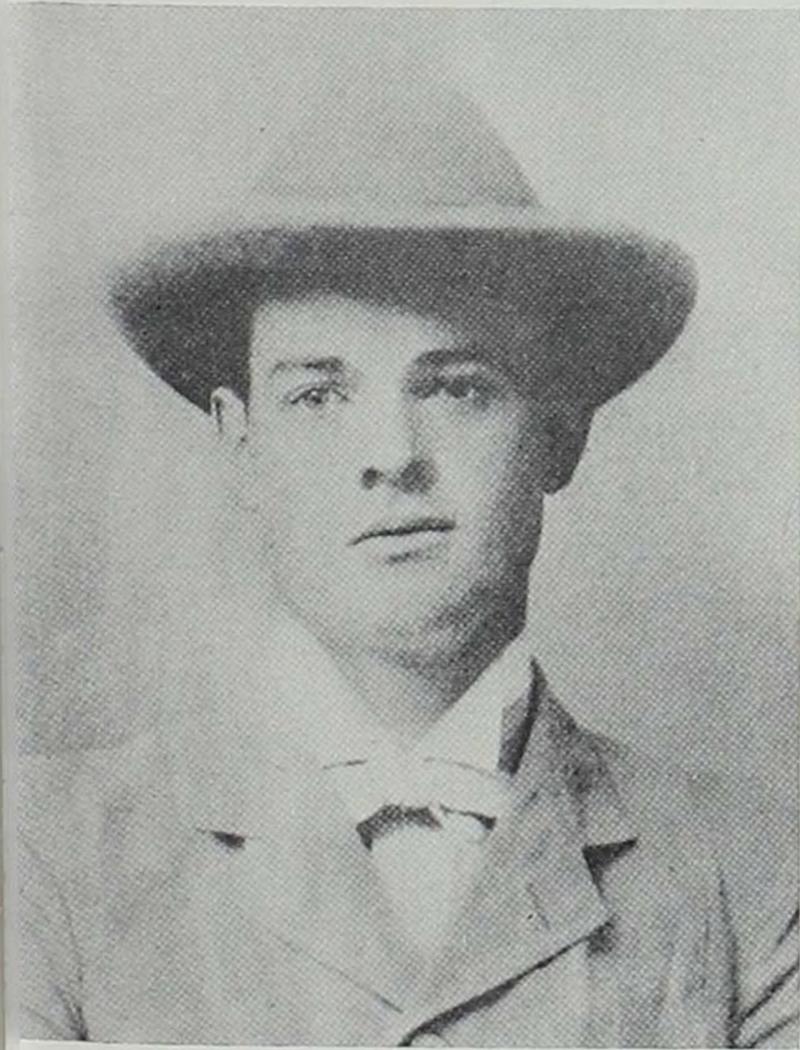
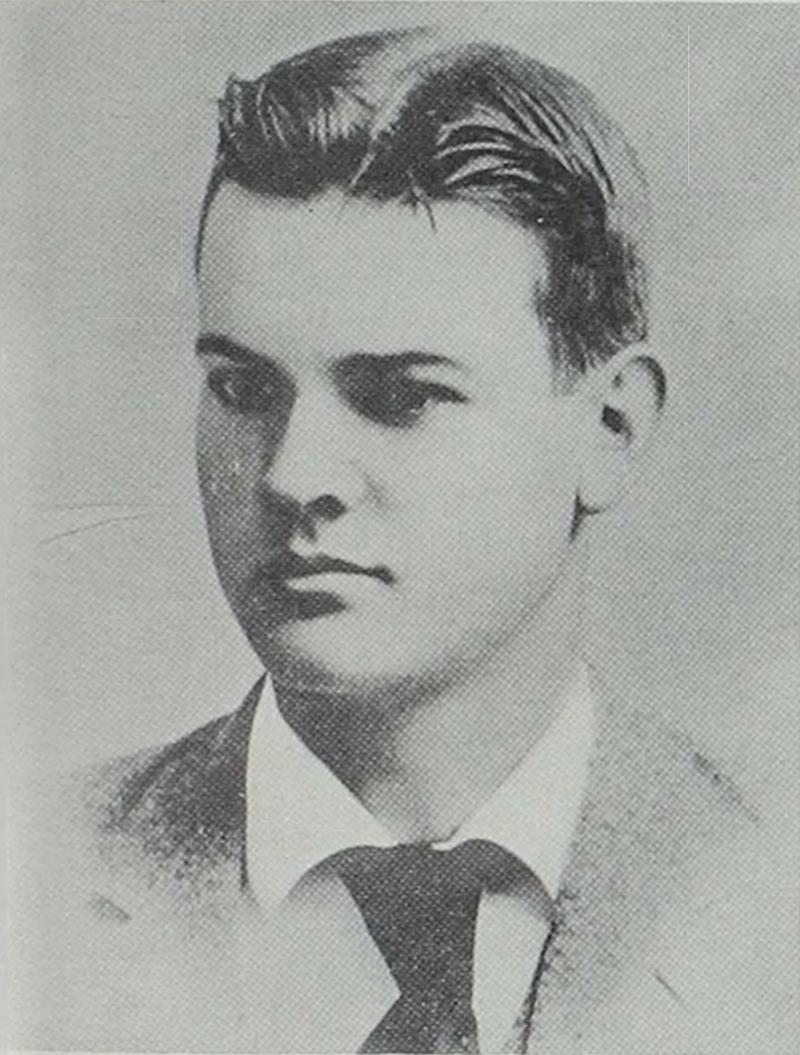
The Minthorn Home in Newberg, Oregon

After her death [Hulda Hoover] our home was necessarily broken up I was taken into the family of an uncle — Allan Hoover — who worked his own farm a mile from town. My sister May was taken in by my grandmother Minthorn, and my brother Theodore by my uncle Davis Hoover.

In 1884 I was moved to Oregon. Upon the death of their only son, a maternal uncle and aunt asked that I should be surrendered to them. This uncle — Henry John Minthorn — was a country doctor at Newberg, a Quaker settlement in the Willamette Valley. The Memoirs of Herbert Hoover — 1874-1920.

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STANFORD COLLEGE DAYS

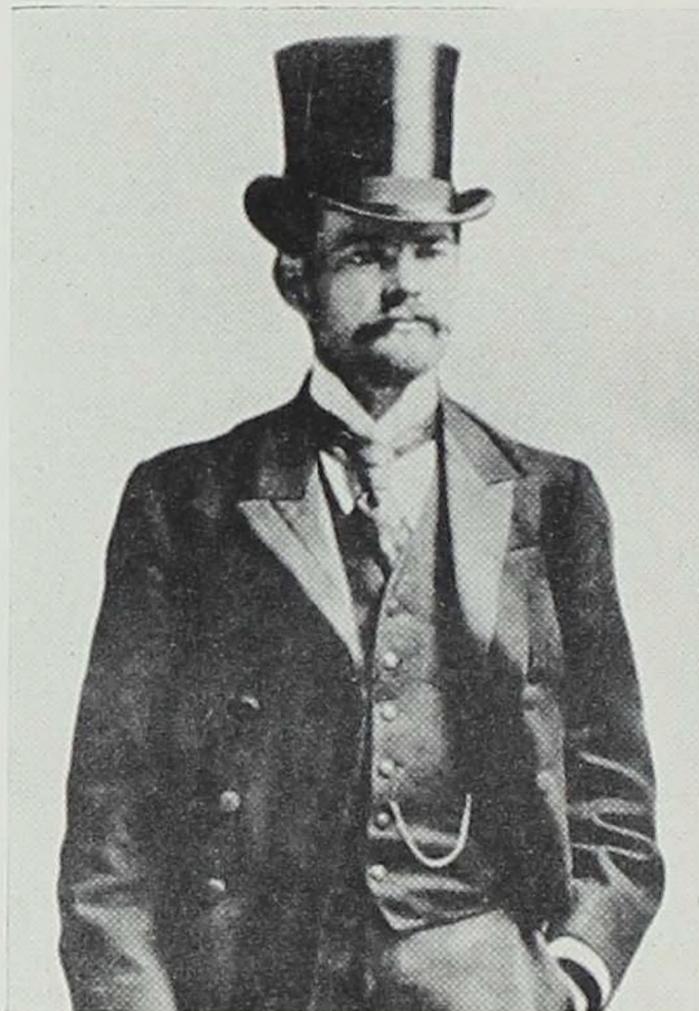


HOOVER AT STANFORD

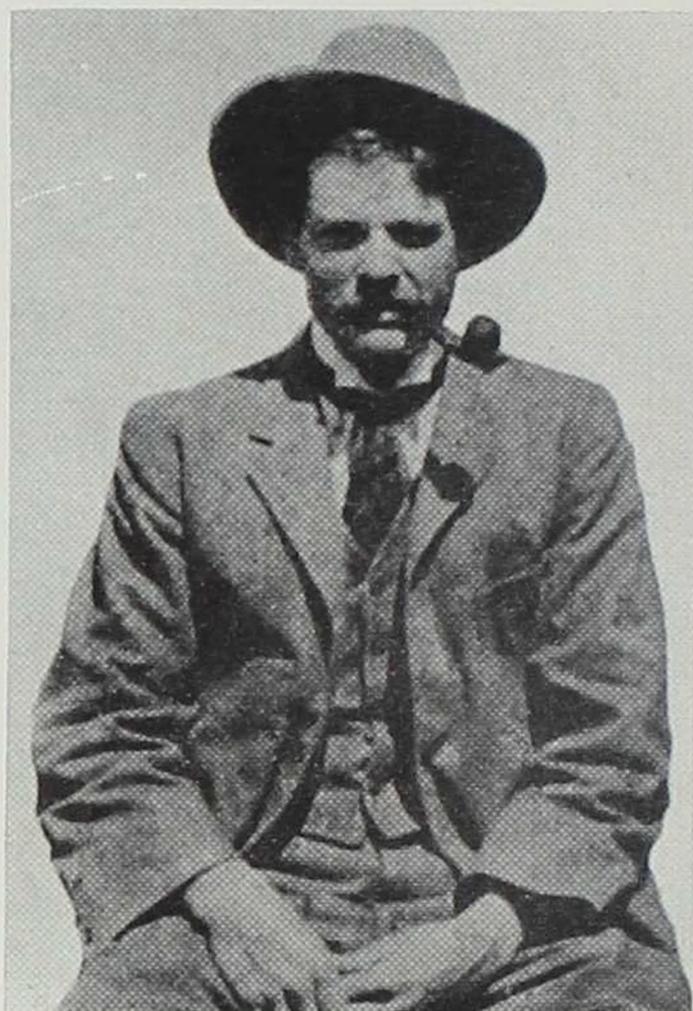
Hoover Tower at Stanford—\$750,000 was raised to build the 285-foot tower which was dedicated in June, 1941. The Library houses what is known as The Hoover Institution on War, Revolution and Peace.

I arrived at Menlo Park — there being no station yet at Palo Alto. . . . The University opened formally on October 1, 1891. . . . I listened to Dr. Jordan's fine Commencement address . . . with only \$40 in cash and the need of finding an immediate job. On leaving college [1895], I needed at once to find some person with a profit motive who needed me to help him turn a profit. The Memoirs of Herbert Hoover — 1874-1920.

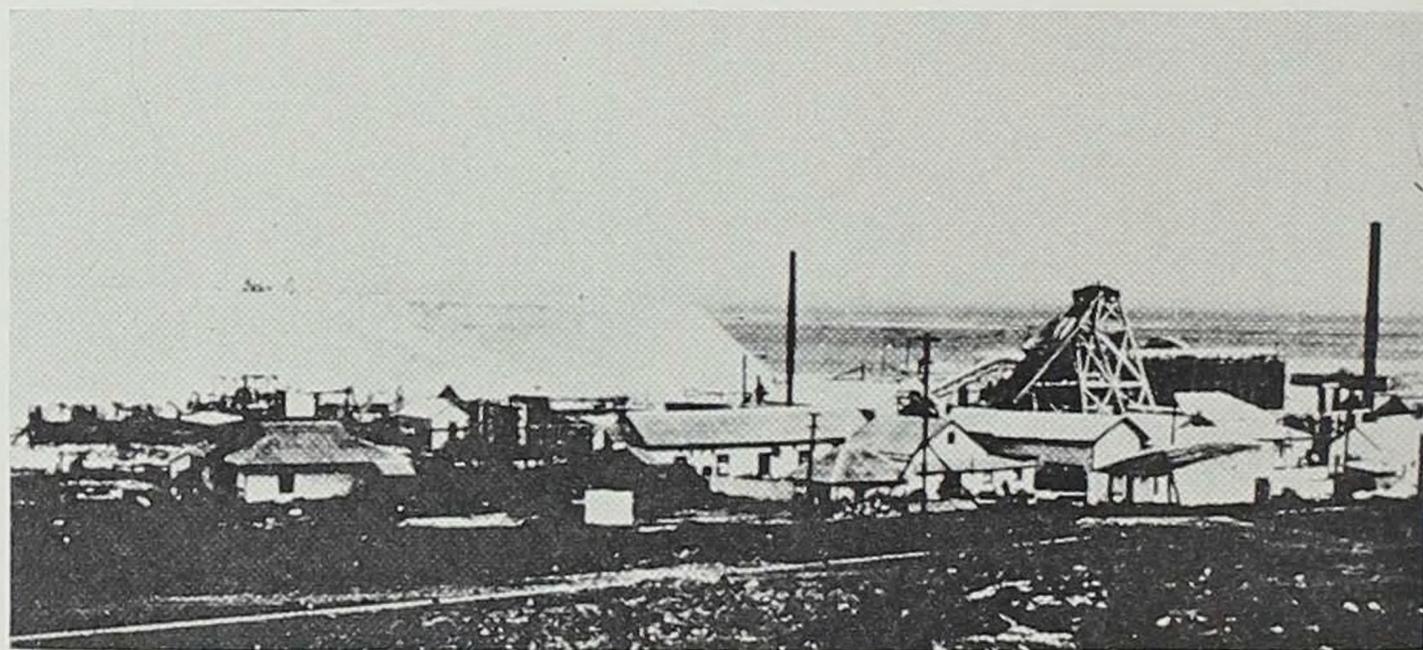
HOOVER — THE MINING ENGINEER



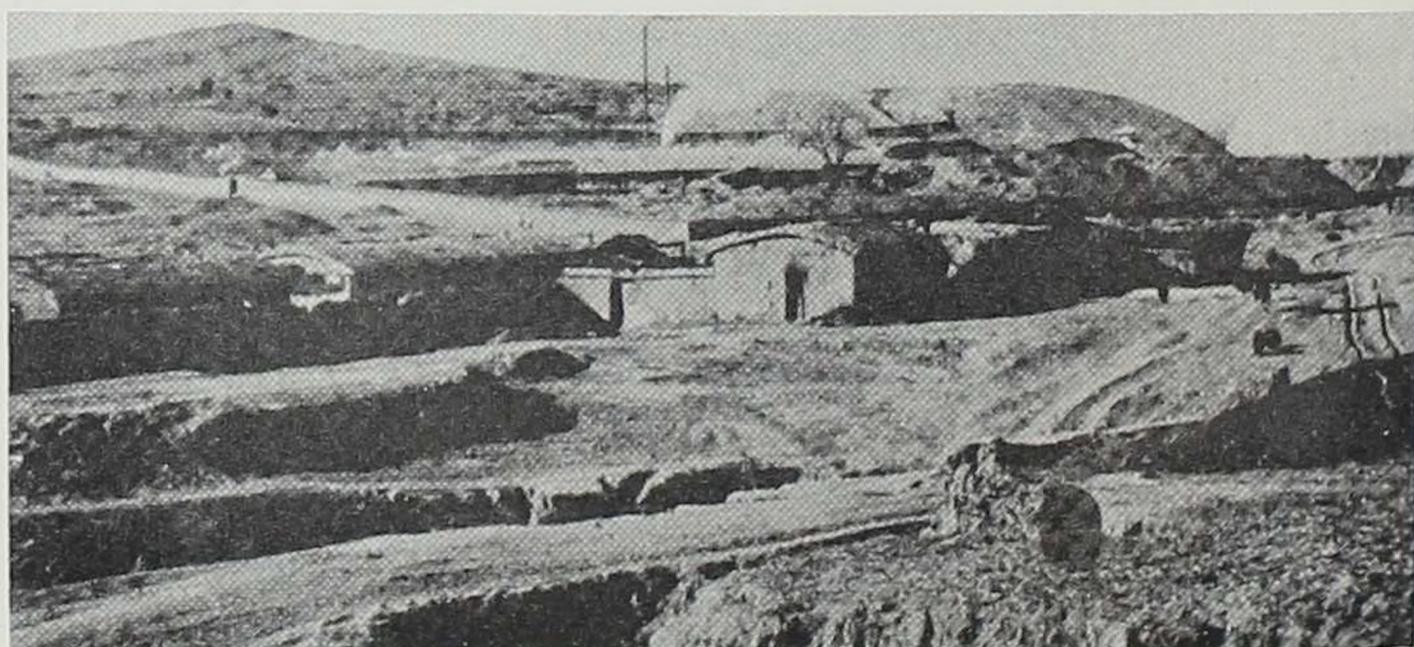
Off for London



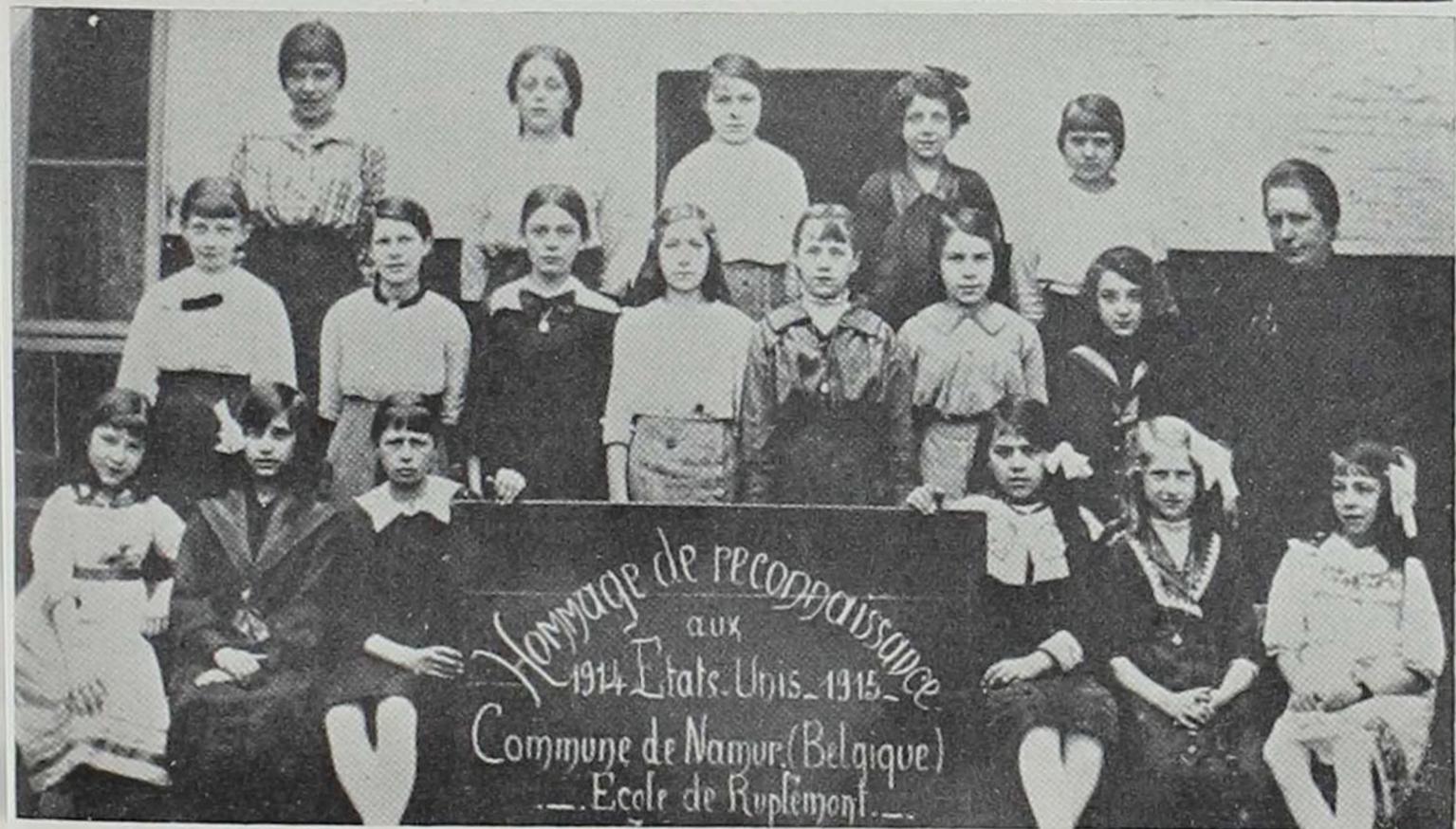
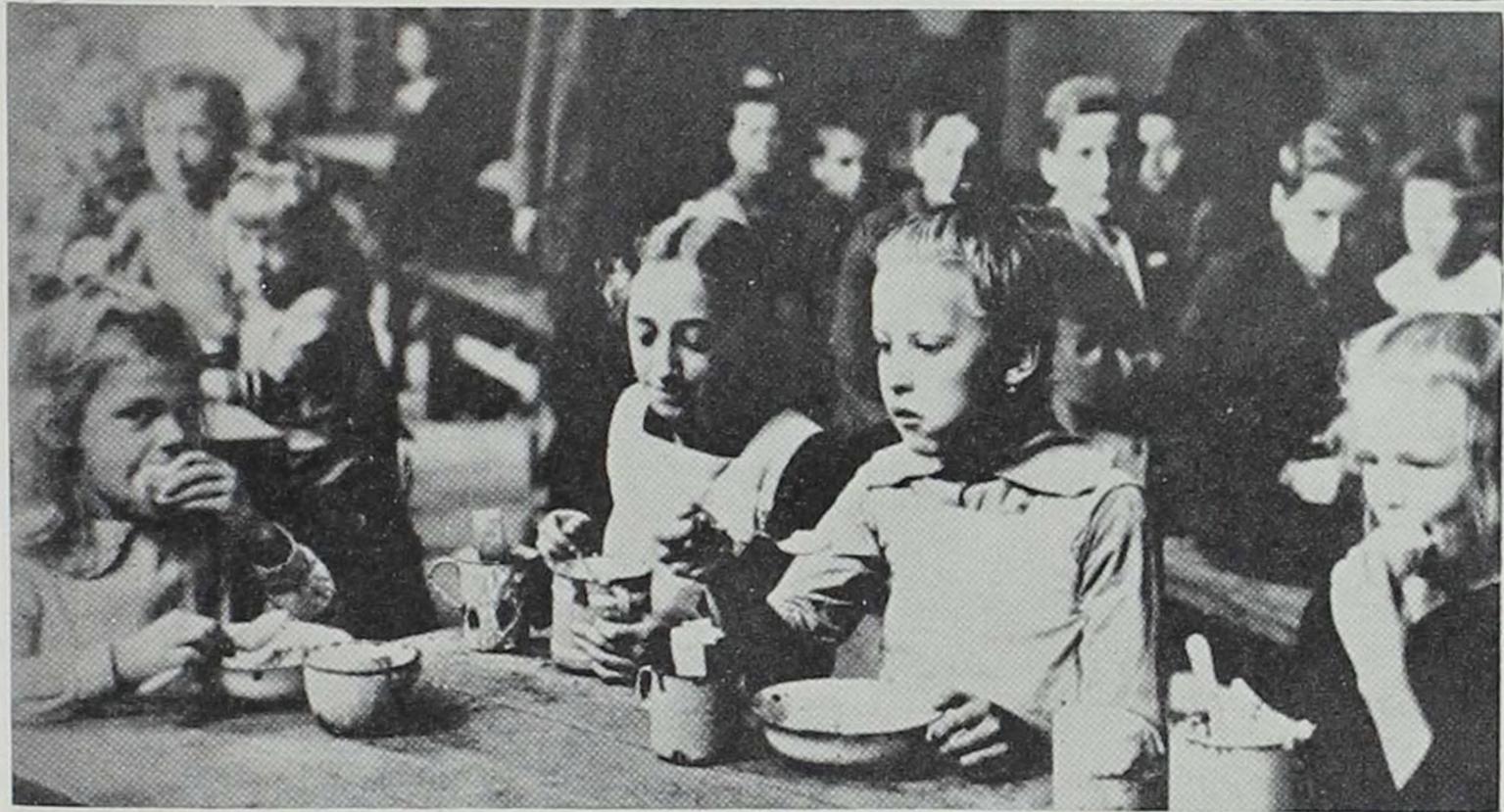
In South Africa — 1904



Sons of Gwalia Mine in Western Australia



Chin Chang Mine in China



Top: Chairman of Commission of Belgian Relief, London, 1916
Middle: Food for Hungry Viennese School Children
Bottom: Belgian Children Express Their Thanks



Statue of Isis at Hoover Park, West Branch

The gift of the school children of Belgium in gratitude for the tens of thousands of lives saved from starvation through the efforts of Herbert Hoover.



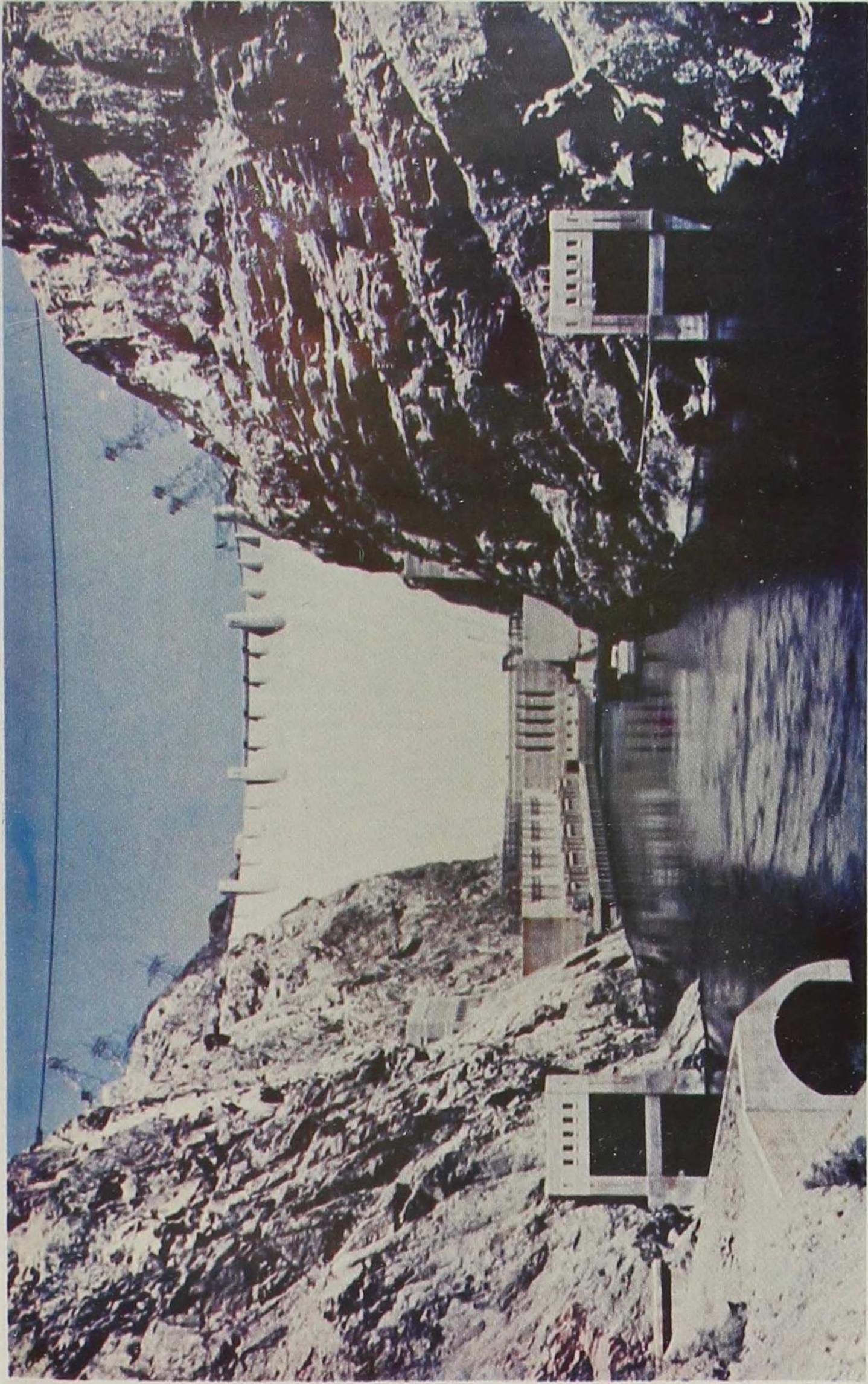
Gordon Kuster Portrait — Columbus (Ohio) Dispatch

HERBERT HOOVER



HERBERT HOOVER BUILDING — NEW YORK CITY
NATIONAL HEADQUARTERS BOYS' CLUB OF AMERICA

Hoover has been Honorary Chairman of the Boys' Club of America since 1936. This nation-wide movement aids 500,000 boys through more than 500 clubs, with assets of over \$100,000,000.



HOOVER DAM

During my administration, Secretary Wilbur had named the Colorado River dam "Hoover Dam," in accordance with the custom of naming great water conservation dams after the Presidents in whose administrations they were undertaken . . . on May 8, 1933, Secretary Ickes, under orders from Roosevelt, ordered it changed to Boulder Dam. . . . On September 30th, Roosevelt dedicated the dam under the name Boulder Dam, never mentioning that I had been especially responsible for the enterprise through the chairmanship of the Colorado River Commission. . . . On April 30, 1947, the name was restored by unanimous action of the House, and only a trifling opposition in the Senate. The Memoirs of Herbert Hoover . . . 1929-1941.



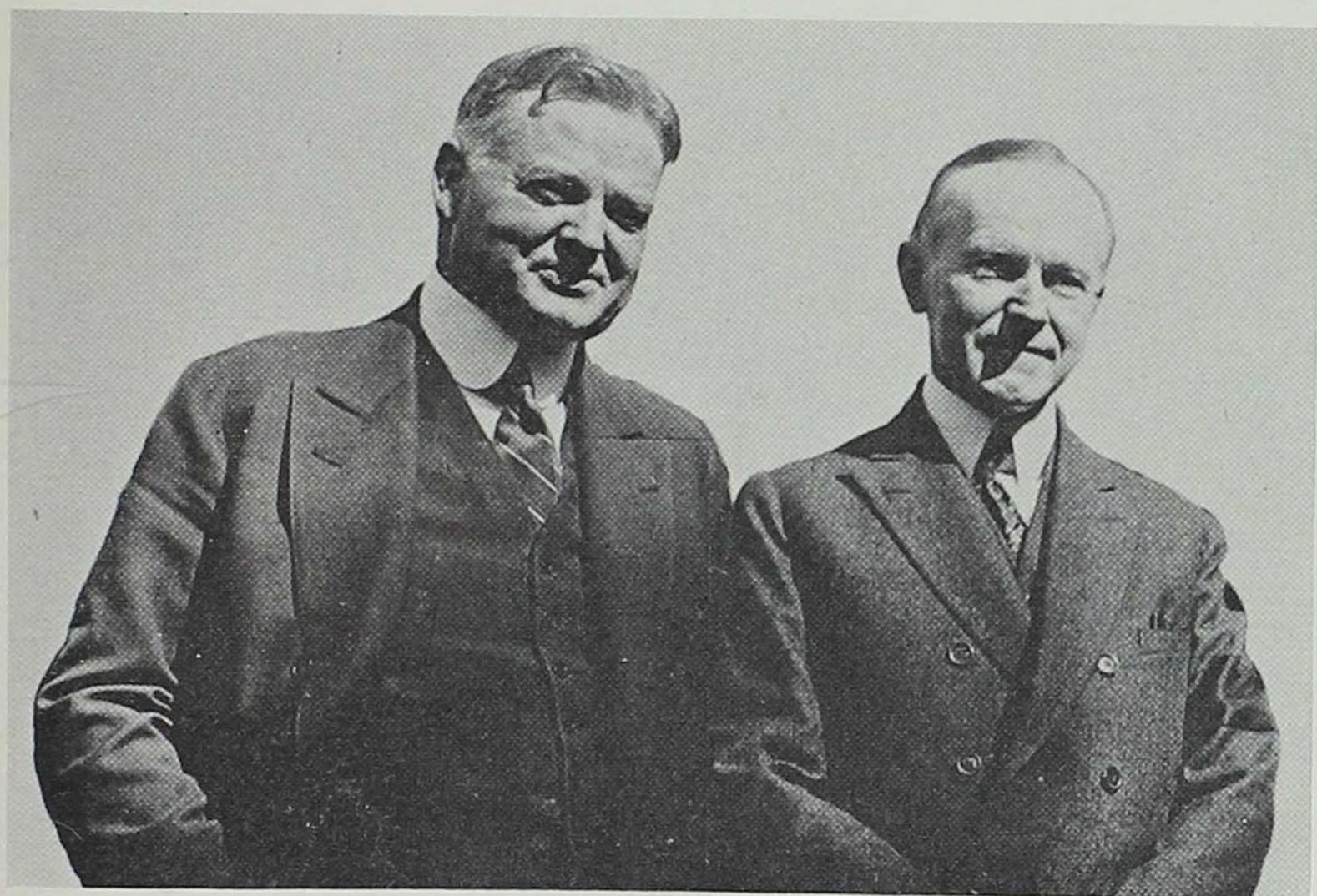
"OH MISTER HOOVER, WE KNEW YOU WUZ
SANTA CLAUS ALL THE TIME."



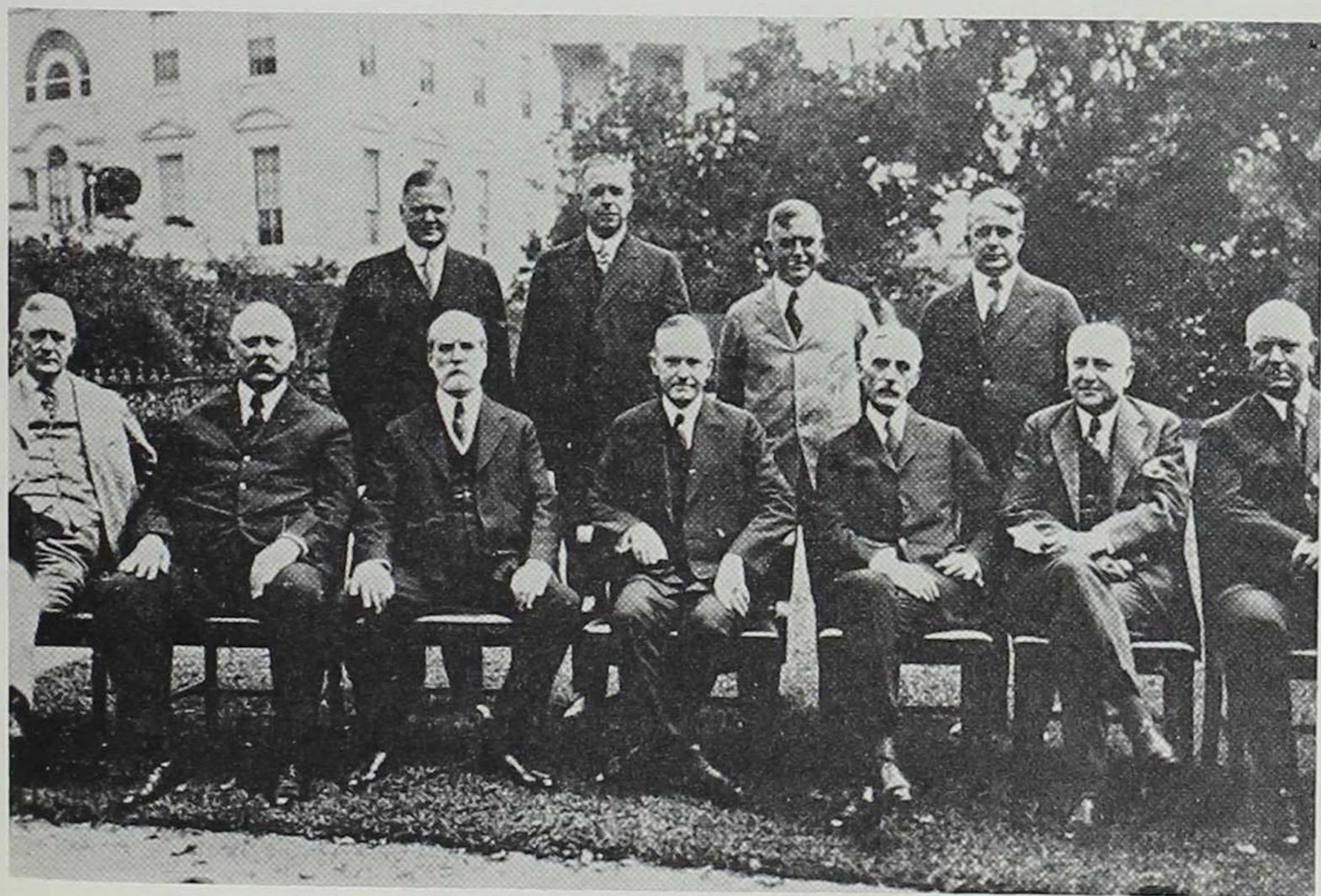
CHRISTMAS CARDS

Each year Herbert Hoover receives thousands of Christmas cards from fellow Americans and people throughout the world. The above, by one of his admirers, sought to indicate the role Herbert Hoover had played in the lives of millions of grateful people.

HOOVER AS SECRETARY OF COMMERCE

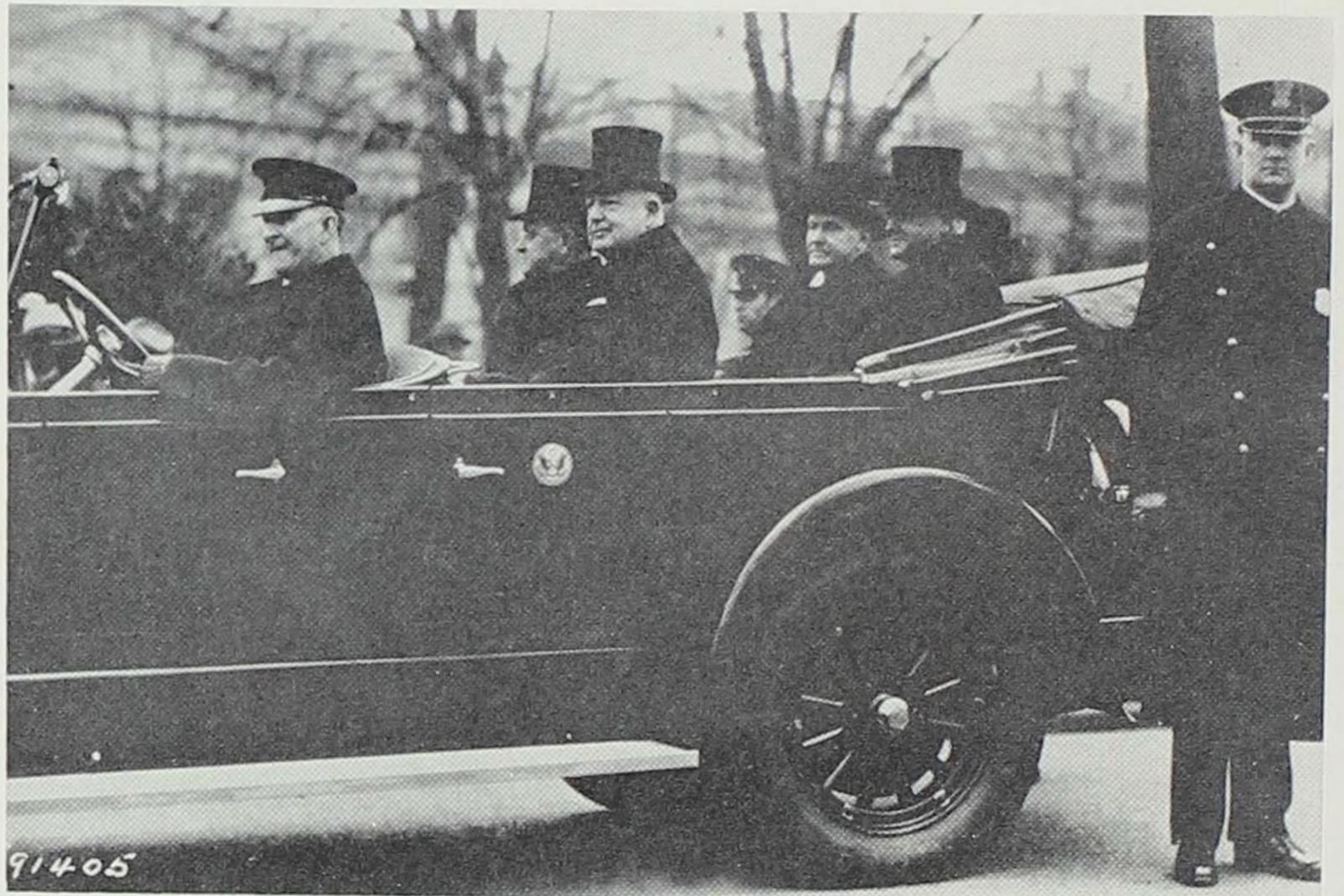


Herbert Hoover and Calvin Coolidge

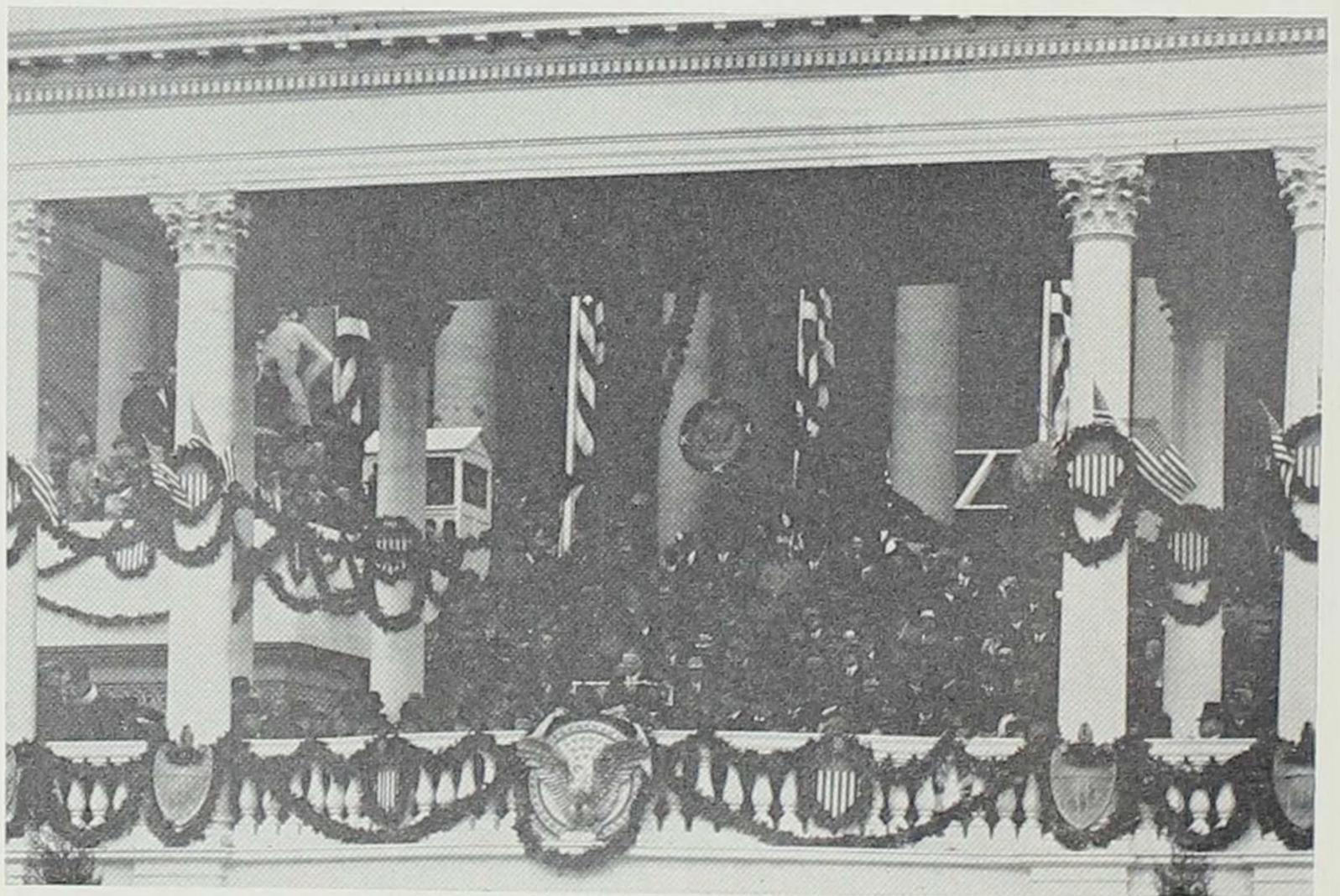


Hoover in the Coolidge Cabinet

PRESIDENTIAL YEARS



Off to the Inauguration



Delivering the Inaugural Address

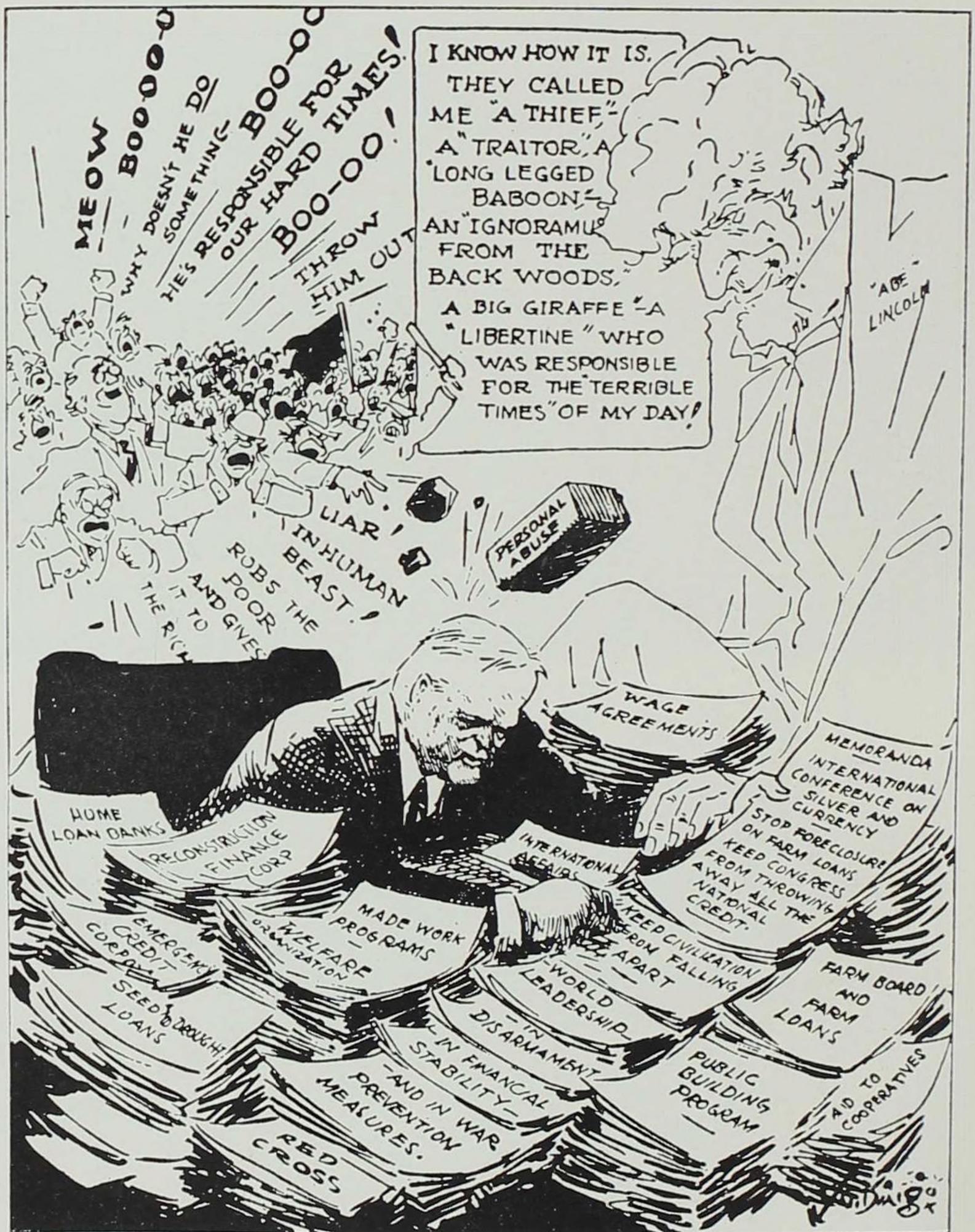
WHILE SUCH THINGS ARE POSSIBLE THERE IS
NOTHING VERY WRONG WITH OUR COUNTRY



I spoke upon better law enforcement, upon the relations of government to business, upon world peace and disarmament, and concluded:

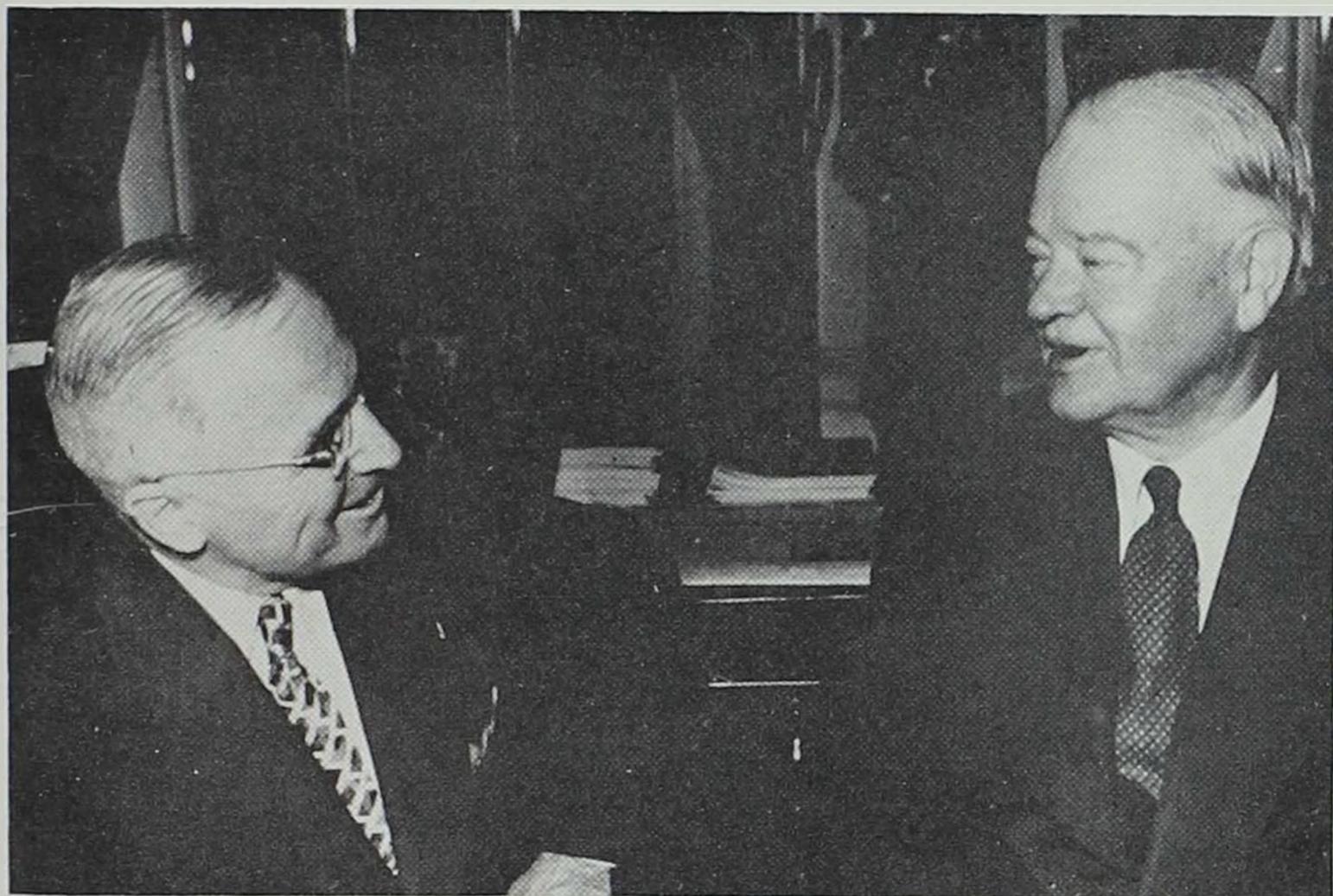
. . . The government must, so far as lies within its proper powers, give leadership to the realization of these ideals and to the fruition of these aspirations . . . There is no short road to the realization of these aspirations. Ill-considered remedies for our faults bring only penalties after them. But if we hold the faith of the men in our mighty past who created these ideals, we shall leave them heightened and strengthened for our children. The Memoirs of Herbert Hoover — 1920-1933.

THE U. S. AWARD FOR DISTINGUISHED SERVICE

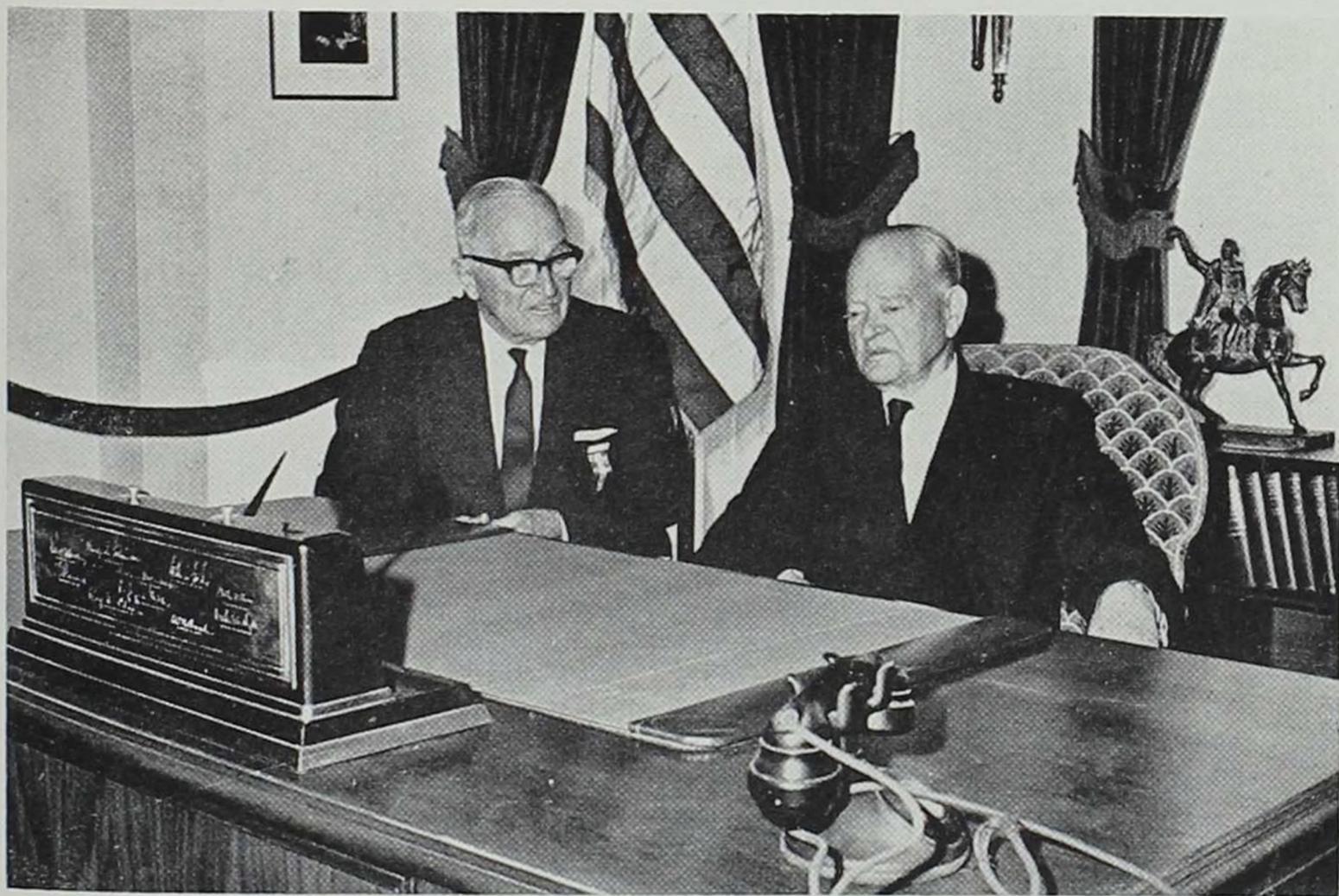


General Prosperity had been a great ally in my election in 1928. General Depression, who superseded, was in some part responsible for my defeat in 1932. The recovery which began in July steadily increased over that summer, but not sufficiently to overcome that particular political opponent The effort to crossbreed some features of Fascism and Socialism with our American free system speedily developed in the Roosevelt administration. The result was that America failed to keep pace with world recovery. Instead we continued with subnormal levels of lessened productivity, high unemployment, and costly relief measures until our man power and industries were absorbed by the war eight years later, in 1941. The Memoirs of Herbert Hoover — 1929-1941.

TRUMAN AND HOOVER

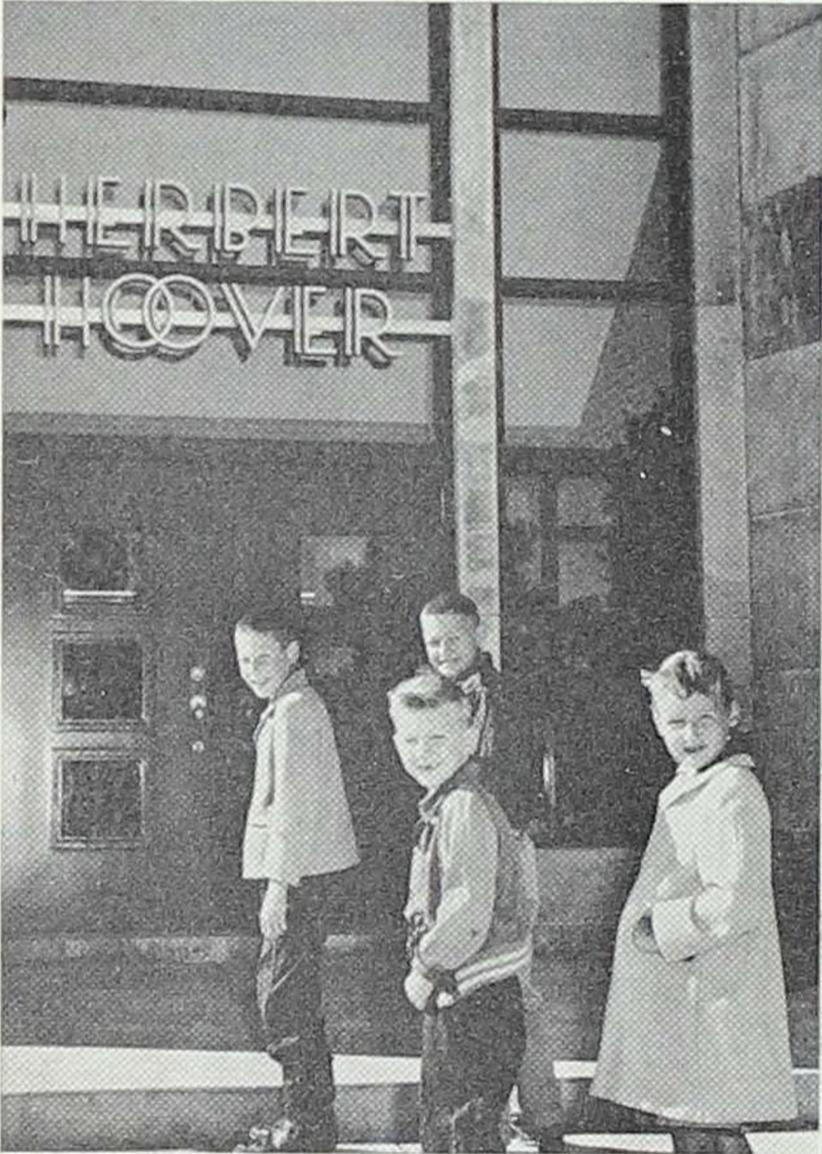
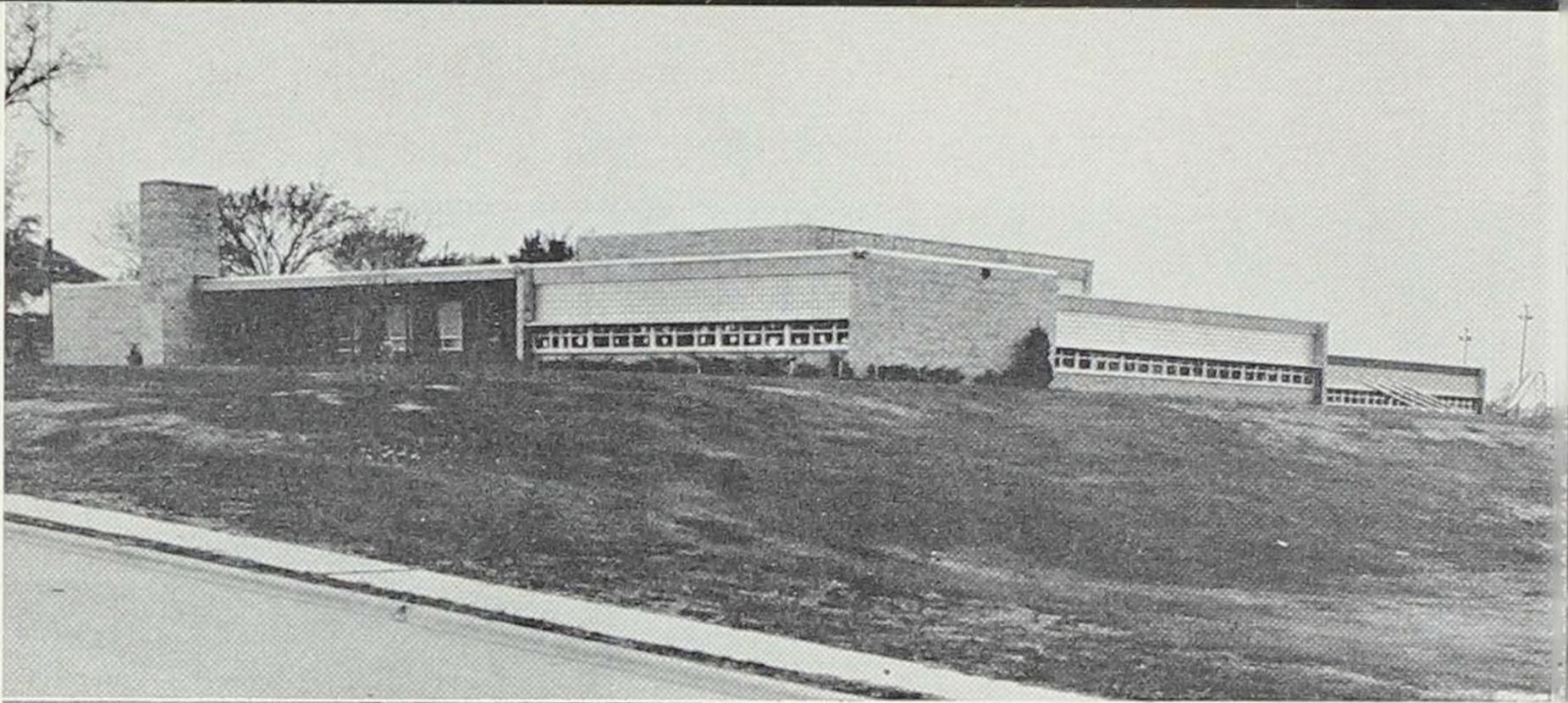


Hoover Accepts Appointment as Food Supply Coordinator for World Famine, 1946-1947



Associated Press Photo

Truman discusses old times while seated with Hoover at his White House desk in the Hoover Presidential Library—August 10, 1962.



SCHOOLS NAMED FOR HERBERT HOOVER

CALIFORNIA — Albany, Burlingame, Cupertino, Fresno, Glendale, Indio, Lakewood, Long Beach, Los Angeles, Merced, Oakland, Palo Alto, Redwood City, San Diego, San Francisco, San Jose, San Mateo, Santa Ana, Stockton, Westminster.

ILLINOIS — Calumet City.

IOWA — Cedar Rapids, Council Bluffs, Davenport, Iowa City, Mason City, West Branch.

MICHIGAN — Lincoln Park, Port Huron.

NEW JERSEY — Bergenfield, Ventnor City.

NEW YORK — Kenmore.

OKLAHOMA — Bartlesville, Enid, Lawton, Oklahoma City, Tulsa.

OREGON — Medford, Salem.

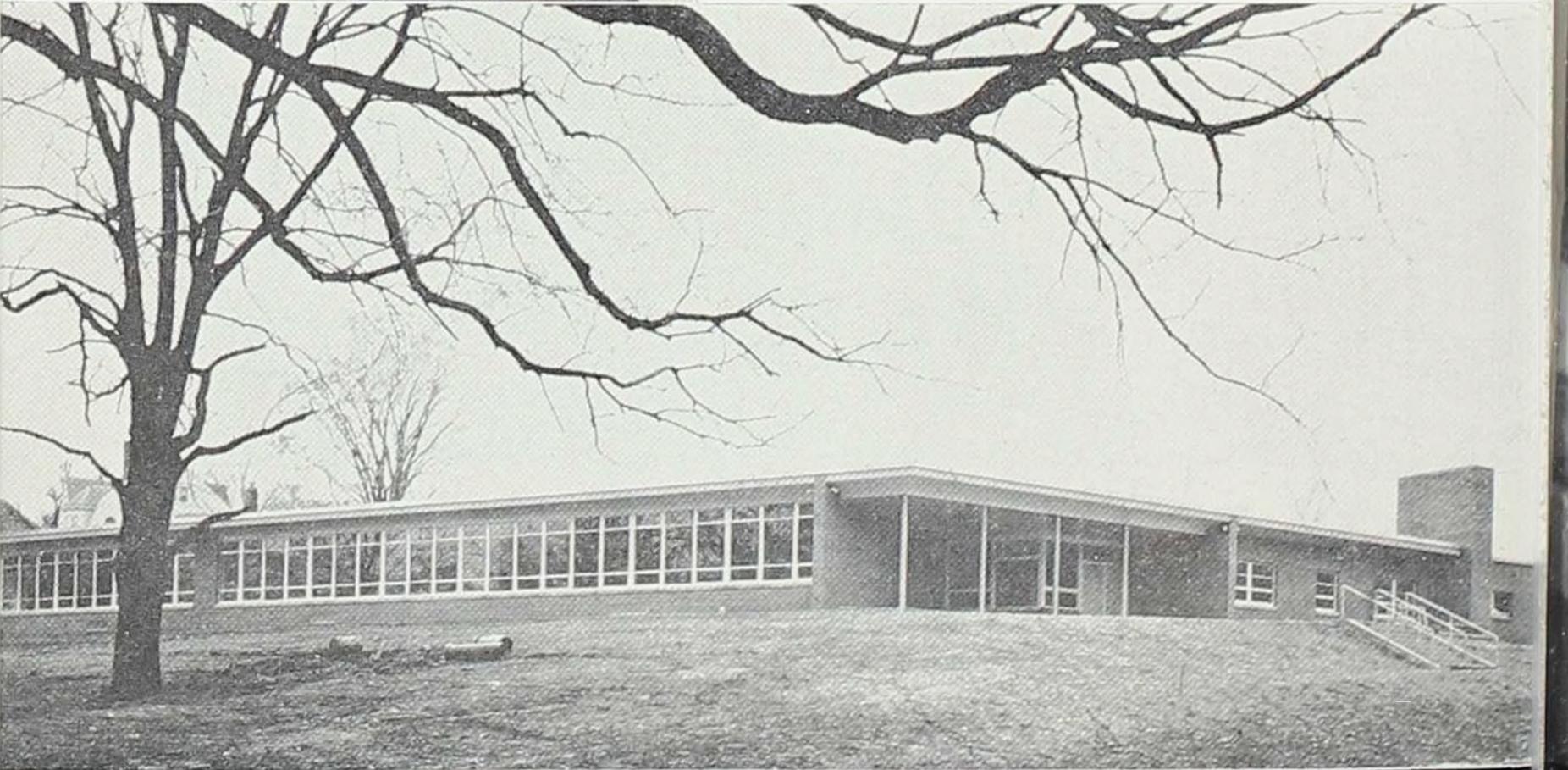
PENNSYLVANIA — Camp Hill, Penndel.

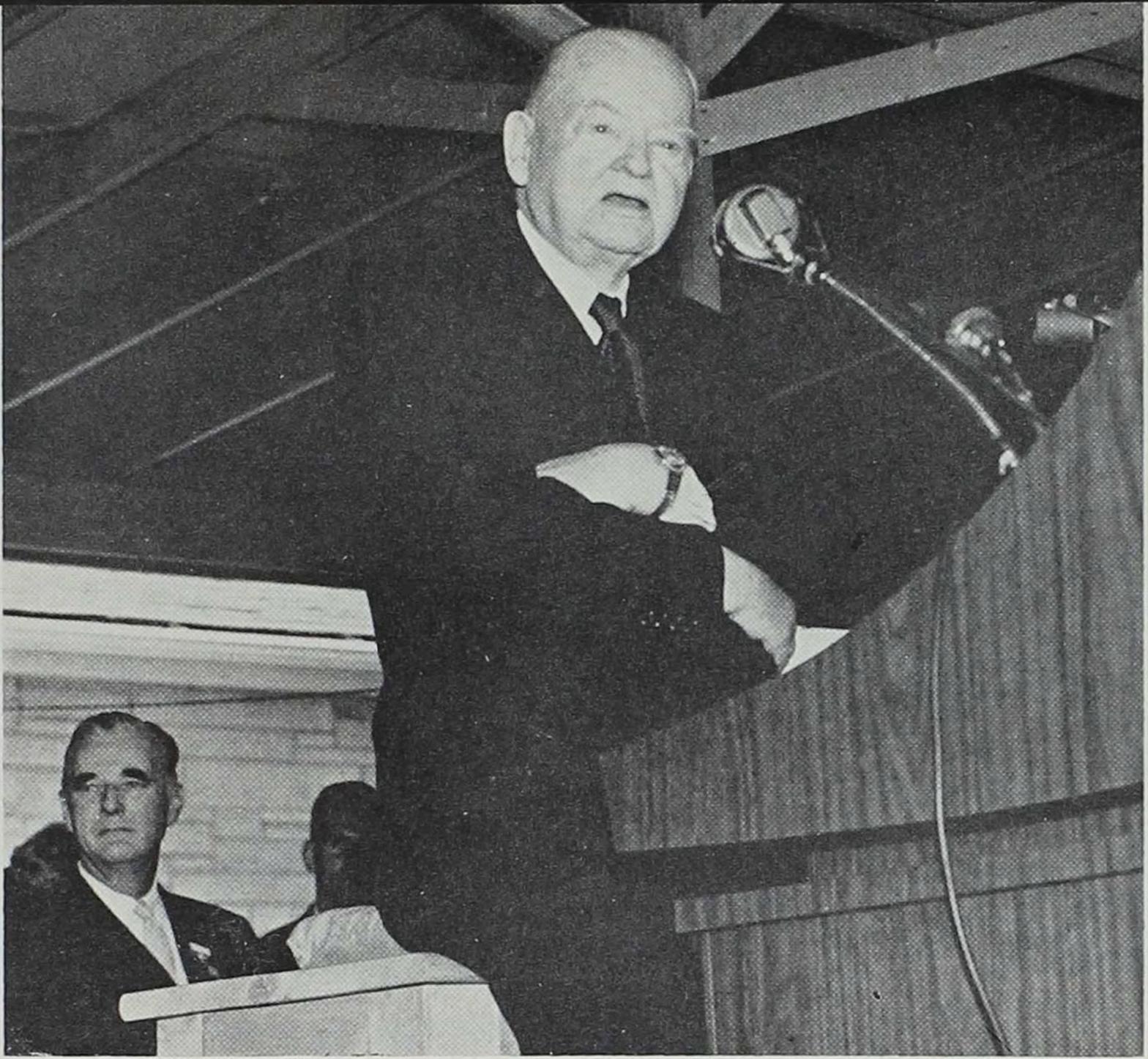
WASHINGTON — Yakima.

WEST VIRGINIA — Elkview, Upshur County.

WISCONSIN — Neenah, Tomah.

GERMANY — Berlin.





Associated Press Photo

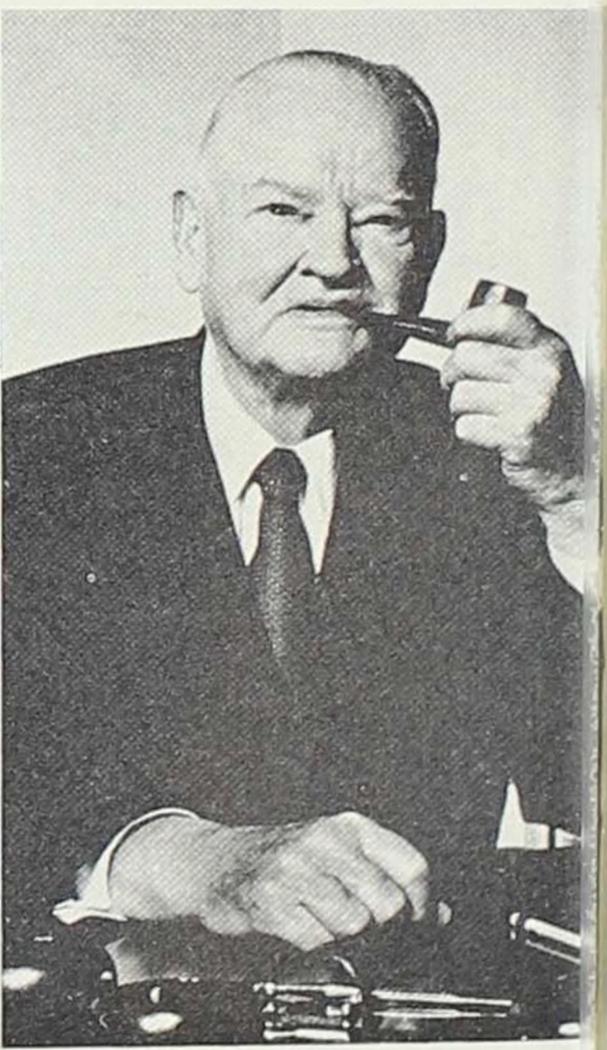
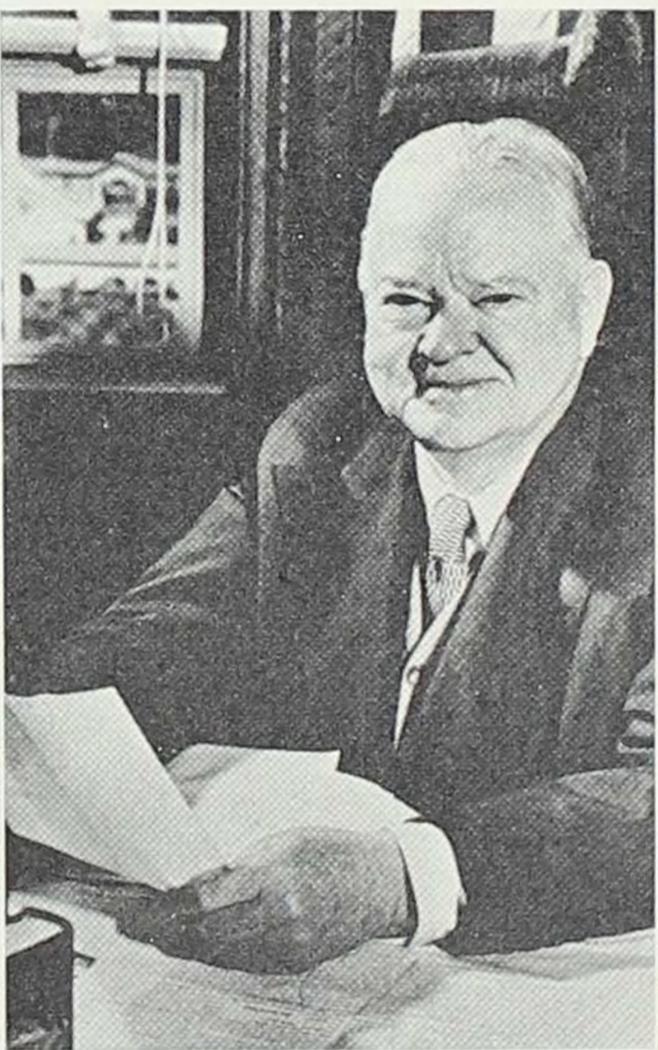
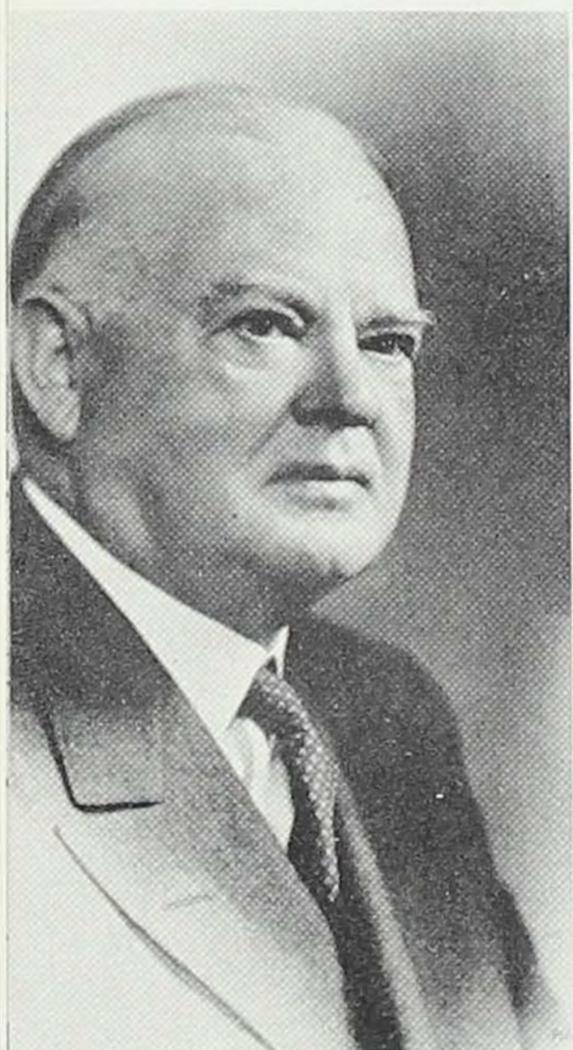
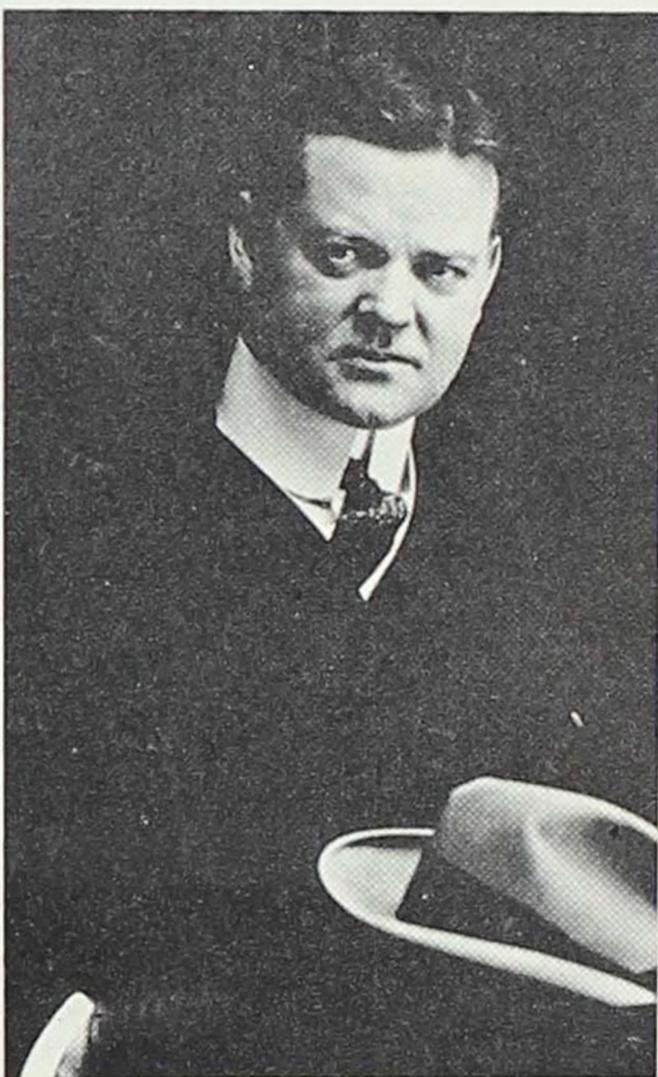
HOOVER AT WEST BRANCH

(top) August 10, 1962
(with Allan Hoover seated)

(bottom) August 10, 1948
(with Wm. J. Petersen, R. D. Blue)



PORTRAITS THROUGH THE YEARS



Some point to will-o'-wisps of security not to be had on this earth. Some lead the nation over the precipice of inflation and socialism. Some just lead to the land of make-believe.

Certainly some of them are tainted with untruth and a diluted intellectual honesty.

The word "New" applies better to physical things than to human forces. Indeed when the sun rises in the morning we hail it as a new day. We cheer the passing of the night. But it is a false analogy in the march of civilization.

Most of our chores for the new day are assigned the night before. Our abilities to perform them were formed not only last year but over centuries of even geologic time.

If the new day has no link with yesterday we would be without know-how and morals today. The loss of that link can bring chaos to the whole economic, the moral and the spiritual world.

'Old' Things

The practical thing we can do if we really want to make the world over again is to try out the word "Old" for a while. There are some Old Things that made this country.

There is the Old Virtue of religious faith.

There are the Old Virtues of integrity and the whole truth.

There is the Old Virtue of incorruptible service and honor in public office.

There are the Old Virtues of economy in gov-

ernment, of self-reliance, thrift and individual liberty.

Inexpensive

There are the Old Virtues of patriotism, real love of country and willingness to sacrifice for it.

These "Old" ideas are very inexpensive. They even would help win hot and cold wars.

I realize that such suggestions will raise that cuss word "Reactionary."

But some of these Old things are slipping badly in American life. And if they slip too far, the lights will go out of America, even if we win these cold and hot wars.

Think about it.

Sacred Honor

We might explore some of the things that have happened to the Old virtues of integrity, truth, and honor in public life.

During the recent past we have had a flood of exposures by congressional committees, by state legislatures, by grand juries in scores of cities, and the press.

Pledge of "Honor"

A few days more than 175 years ago, the 56 members of the Continental Congress of the United States unanimously declared a program of action and certain principles of American life.

The concluding words of the Declaration are a pledge of "our sacred Honor."

I sometimes wonder what the 56 Founding Fa-

thers, from their invisible presence in our congressional halls, would say about the procession of men in responsible positions who have come before its committees of this day.

What would they have thought of the "sacred honor" of the 5 per centers, mink coats, deep freezers and free hotel bills?

Or favoritism in government loans and government contracts?

Or failures to prosecute evildoers who spread cancerous rackets and gambling rings with their train of bribed officials?

But I am less concerned at stealing public money than with the far more destructive forms of dishonor.

What would the Founding Fathers have thought of those who coquette with traitorship?

Or of secret and disastrous commitments of our nation, which were denied at the time?

Or high officials under oath contradicting each other as to facts?

Or the failure to keep promises to the people? Our civilization moves forward on promises that are kept.

Propaganda

We thus have a cancerous growth of intellectual dishonesty in public life which is mostly beyond the law.

One of its chief instruments is corrupt propaganda.

There has been such propaganda by foreign governments and our own designed to get us into war.

Then we have the propaganda to keep up our pep. Then the habit continues in peacetime. And some pressure groups have learned this trick to get something they ought not to have.

The mildest form of corrupt propaganda is a process of persuasive part-truths. At times it even rises to the high moral levels of selling snake oil.

But the malignant form of propaganda spreads deadly poisons. Its process is to create suspicion, hate and fear. Its purpose is less to persuade than to conceal truth and to crush opposition.

The machinery of propaganda is made of standardized gadgets by which you can detect it.

One of these standard gadgets is slogans. They freeze the real process of thought.

If you will examine the twoscore loud slogans created during this last third of a century, you will find most of them, like the Apples of Sodom, have turned to bitter ashes in our national mouth.

Most of them became ripe in a year or two, some lasted a little longer. Some very new ones are already turning moldy.

One of these gadgets is to create fear by describing the horrors of invasion of the United States by foreign armies.

This one always arises to its maximum decibel when pressuring legislation and elections.

While aircraft can come our way no armies on earth can land on our shores.

Another gadget is to give new meaning to old, simple and well-understood expressions until the integrity of our language is polluted.

Liberalism

The term "liberalism" has turned pink inside. The term "welfare" never before meant the "welfare state" with its red or pink colors.

The Chinese Communists were not "agrarian liberals." From the perversion of truth alone, we suffered a gigantic defeat of free men in China.

The Smear

You can test malignant propoganda from another of its gadgets. That is the smear. This gadget had wide potency.

When Mr. X presents an inconvenient fact or argument, the propagandists can simplify matters by pointing out that he was once a banker or was fined for speeding.

With this gadget you can get your opponent either way in the international field by just suggesting he is an appeaser, or a warmonger, or an isolationist.

On the issue of government spending, he can be flattened out by calling him an inflationist or he is against the underdog. If he comments on either side of ideological matters, you can defeat him going or coming by calling him a Fascist, or a reactionary, or a fellow-traveler, or just a red-herring.

Cry for Unity

There is still another of these propaganda gadgets. That is to squelch debate by cries for Unity! Unity! Unity!

The implication is that the citizen is disloyal to his country if he disagrees with the powers that be.

I suggest that these are not operations of rugged intellectual honesty. They are attempts to coerce men into the intellectual concentration camp named fear.

These gadgets have been very handy tools for making America over into these 14 New varieties and getting us into hot and cold wars.

Think about it.

Debate

It is difficult enough to debate against the gadgets of propaganda. But there is something worse. That is the concealment of truth and commitments.

I am not here discussing our foreign policies. But may I ask you a question?

Does anybody believe that the propaganda-promoted foreign policies over the past dozen years have always been right? Or that there has always been a disclosure of the whole truth?

For example, certain secret commitments were entered into at Teheran and Yalta which sold the freedom of half a billion people down the river.

They were not disclosed to the congress or to the American people.

Does anyone believe that, had they been sub-

mitted to the American people for debate and to congress for decision, they would ever have been approved.

That is where we lost the peace and wandered into the land of hot and cold wars.

Debate founded on the full disclosure of the whole truth and free of these gadgets is the stuff that can save free men.

Think about it.

Code of Ethics

I would like to explore this old virtue of truth, integrity and honor in public life a little further.

Congress can well widen the laws so as to clutch the New kinds of bribes and benefits they have discovered. But congress cannot reach intellectual dishonors.

Part truth, concealment of public commitments, propaganda and its gadgets and failure to enforce the laws are but part of them.

And there are group pressures "to get theirs" which smell from both the decay of integrity and the rotting of patriotism.

And some persons arrive at their morals with a divining rod that measures morals in terms of votes.

The congress, from its own inquiries, is confronted with the fact that sacred Honor cannot always be tested by legality or enforced by law.

In its frustration, the congress is groping for some sort of code of ethics, which with a prefix

"New" might protect the citizen from its own officials.

Might I suggest that there are already some old and tested codes of ethics?

There are the Ten Commandments, the Sermon on the Mount, and the rules of the game which we learned at our mother's knee. Can a nation live if these are not the guides of public life?

Think it over.

Necessary Evil?

The American people have a right to bitter complaint over these disclosures of dishonor in high places.

The duty of public men in this republic is to lead in standards of integrity — both in mind and money.

Dishonor in public life has a double poison.

When people are dishonorable in private business, they injure only those with whom they deal or their own chances in the next world.

But when there is a lack of honor in government, the morals of the whole people are poisoned.

The drip of such poisons may have nothing to do with dishonor in some college athletics or the occasional policeman on the beat. But the rules of the game have been loosened somewhere.

Some folks seem to think these are necessary evils in a free government. Or that it is smart politics. Those are deadly sleeping pills.

No public man can be just a little crooked.

There is no such thing as a no-man's-land between honesty and dishonesty. Our strength is not in politics, prices, or production, or price controls.

Our strength lies in spiritual concepts. It lies in public sensitiveness to evil.

Much as the congress has my good wishes, something stronger than a new code of ethics is needed by America. The issue is decency in public life against indecency.

Our greatest danger is not from invasion by foreign armies.

Our dangers are that we may commit suicide from within by complaisance with evil.

Or by public tolerance of scandalous behavior.

Or by cynical acceptance of dishonor.

These evils have defeated nations many times in human history.

The redemption of mankind by America will depend upon our ability to cope with these evils right here at home.

Think about it.

Remedy

But I do not wish to leave you, the neighbors of my childhood, with any implication of pessimism.

I speak to you of some of our weaknesses, not because of our weaknesses, not because of frustration or despair, but to urge remedy.

The fact that we are vigorously washing our dirty linen in the open is a sign that moral stamina still survives.

Without bitterness in our hearts, we are raising our eyes to the Creator of man who assured us that in American soil we can find the moral and spiritual forces which make free men and women.

In His guidance, we shall find the fortitude to correct our errors, to straighten our courses, to resurrect the spirit that made our America so free and bountiful a nation.

For reassurance in the future I need only to turn my thoughts to my grandparents who came to this state in the covered wagon.

Here they and my parents toiled that their children might have greater opportunities than had been theirs.

Here they worshipped God. Here they lived out their lives in the faith and hope of Americans. They lie buried on an Iowa hillside.

Therefore, here in this state where I was nurtured, I cannot but feel a strength that comes up from the deep roots in the very soil on which we stand.

That strength is in character and truth and decent living. And it will triumph.

It will triumph because I know America is turning its face away from the maudlin left isms and the spread of untruth of the past two decades.

We sense the frauds on men's minds and morals. Moral indignation is on the march again.

HERBERT HOOVER