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Mobilization for Human Needs, 1931.

For Use Morning Papers - Oct. 8, 1931.

From the Committee on Mobilization of Relief Resources
Room 2561-A 120 Broadway,
Rector 2-7600

Owen D. Young, Chairman of the Committee on Mobilization of Relief Resources of the President's Organization on Unemployment Relief, yesterday (Wednesday) received through the Association of Community Chests and Councils reports from six local campaigns held in advance of the nation-wide period from Oct. 19 to Nov. 25.

Seattle, Wash. with a goal of \$774,000 for emergency relief as well as for other welfare, public health and recreational activities, closed its campaign Tuesday, one day ahead of schedule, with \$797,500 subscribed, and with an additional \$10,000 in immediate prospect. This will make an increase of \$60,000 over last year.

In a telegram to the Association of Community Chests I. F. Dix, President of the Seattle Community Fund, said: "Seattle assures other cities that it can be done this year".

The other campaigns resulted:

Duluth, Minn. Community Fund, \$313,000, an oversubscription of \$10,000 and \$28,000 more than last Year's total.

Richmond, Ind. Community Chest, \$84,000, an oversubscription of \$7,500.

Elgin, Ill. Community Chest, \$81,000 exceeding any previous year's total of this chest by \$30,000.

Green Bay, Wisc. Community Chest, \$60,000, an oversubscription of \$20,000.

Last year this Chest raised \$32,626.

Wichita Falls, Tex. Community Chest Fund, \$61,660 an oversubscription of \$2000.

The total raised in these six cities was \$1,397,160 as against \$1,272,715 raised for last year, an increase of 9.8 per cent.

"These are inspiring reports," Mr. Young said in announcing them. "These are great examples to set the cities whose campaigns are to come."

[1935]

From the
Committee on Mobilization
of Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION ON
FRIDAY, OCT. 16

A program unprecedented in radio broadcasting was announced yesterday for the opening of the emergency welfare and relief campaigns that are to be held throughout the United States from Oct. 12 to Nov. 25.

For the first time the National Broadcasting and Columbia Broadcasting systems will be operated as one. Radio engineers do not recall a program in which a greater number of points of pick-up were used, or one in which so wide an expanse of territory was taken in. More than 150 stations will carry the program. This, in itself, sets a record.

Artistically the program will be as surpassing as it is in its technical aspects. Broadcast from 6 to 7 o'clock, Eastern Standard Time, on Sunday evening the program will embrace the following:

John Philip Sousa leading the Marine Band in Semper Fidelis; in the assembly hall of the Coast Artillery School, Fortress Monroe, Va.

Lawrence Tibbett, in the prologue from Pagliacci; from San Francisco.
Mme. Lily Pons, in Caro Nome, from Rigoletto; from New York.

Leopold Stokowski, leading the Philadelphia Symphony Orchestra in Bach's Fugue in G. minor; from the Academy of Music, Philadelphia.

Walter S. Gifford, director of the President's Organization on Unemployment Relief, introducing President Hoover; from New York.

President Hoover, speaking from the commanding general's residence at Fortress Monroe.

Mr. Stokowski and the Philadelphia Orchestra in a selection to be announced.

Mme. Sophie Braslau, in My heart at Thy Sweet Voice, from Samson et Dalila; from New York.

Mr. Sousa leading the Marine Band in Stars and Stripes Forever; from

Fortress Monroe, Va.

This program is one of a series of similar character that will come at weekly intervals during the emergency relief campaign period. It was procured through the Committee on Mobilization of Relief Resources, of which Owen D. Young is chairman. All the artists and organizations on it, as well as those who will appear on the later programs are giving their services as part of their contributions to the emergency.

Immediately after the formation of the Mobilization Committee, M. H. Aylesworth, president of N. B. C. and William S. Paley, president of Columbia, offered their cooperation in every possible way. John W. Elwood, vice president of N. B. C. and Lawrence Lowman, vice president of Columbia, were delegated to work with Mr. Young's committee, and it was they who made up the program and solved the unusual technical problems involved in consolidating the two great systems for this hour.

Both systems have carried before this the same features at the same time. Notable instances were Lindbergh's first radio talk, the Pope's address and Ghandi's recent appeal in behalf of India. Each system on these occasions, however, made its own pick-up and distribution. Sunday night there will be an actual merging of the systems, and the event will be historic for professional as well as lay reasons. The same actual merging will come during the succeeding programs of the series arranged for the Mobilization Committee.

"The Columbia Broadcasting System and the National Broadcasting Company could not have been more generous in their offer of cooperation with us," Mr. Young said when the Sunday night program was announced yesterday (Thursday). "They are playing a notable and characteristic role in the effort to which the President has summoned the people of the United States. We owe them our deep thanks."

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Graybar Building, 43rd St. and Lexington Ave.

Telephone, MOHAWK 4-9805

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October 15, 1931

Rabbi Abba Hillel Silver,
The Temple,
East 105th Street at Ansel Road,
Cleveland, Ohio.

My dear Rabbi Silver:

We are delighted that you are willing to accept speaking engagements for the Welfare and Relief Mobilization project. We are enclosing a pamphlet which gives the facts regarding this movement and its relation to the activities of the President's Organization on Unemployment Relief, headed by Mr. Gifford, and the Committee on Mobilization of Relief Resources headed by Mr. Young.

Very truly yours,

Allen T. Burns
Executive Director

ATB/vd

**Welfare and Relief
Mobilization**



**'GIVE FOR
YOUR CITY
OCT. 19th to NOV. 25**

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FACT BOOK

**ASSOCIATION OF COMMUNITY CHESTS
AND COUNCILS**

1810 Graybar Building, 420 Lexington Avenue
New York City

FACT BOOK

of the

Welfare and Relief Mobilization

A Statement of the Program to be Carried
Out by the Association of Community
Chests and Councils in Cooperation with the
President's Organization on Unemployment
Relief through its Committee on the Mobili-
zation of Relief Resources.



Oct. 19th - Nov. 25th



*The design on the cover of this
booklet is a reproduction of the six-
color official poster of the Welfare
and Relief Mobilization.*



ASSOCIATION OF COMMUNITY CHESTS
AND COUNCILS

1810 Graybar Building, 420 Lexington Avenue
New York City

Committee on the Mobilization of Relief
Resources of the President's Organ-
ization on Unemployment Relief

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Scope—Sponsorship

THE Welfare and Relief Mobilization is a nation-wide movement to rally cities and towns in a concerted effort to meet this winter's social problems as completely as possible on a basis of local responsibility for local needs. Launched in June by the Association of Community Chests and Councils, at the request of The President's Emergency Committee for Employment, it has given these communities the stimulus of Governmental sponsorship, national reenforcement, and united action in the preparation of community campaigns as well as in the securing of adequate appropriations from municipal, county and state treasuries. When The President's Emergency Committee for Employment was merged with The President's Organization on Unemployment Relief, under the directorship of Mr. Walter S. Gifford, the Welfare and Relief Mobilization became one of the major elements of the comprehensive relief program, and was brought under the direct sponsorship of the Committee on the Mobilization of Relief Resources headed by Mr. Owen D. Young.

Soon after his appointment as Director of The President's Organization on Unemployment Relief, on August 19th, Mr. Gifford announced that the work of his Organization would be entrusted to four separate committees: one to stimulate the provision of local relief funds, both public and private; another to develop plans for the administration of funds thus made available; a third to continue activities calculated to increase and dis-

tribute employment, and a fourth to enlist the cooperation of national organizations and associations. The Committee on the Mobilization of Relief Resources, with Mr. Young as chairman, and with a membership including business and philanthropic leaders of all sections of the country, was the first of these bodies to be created. Its functions, as announced by Mr. Gifford, were to coordinate the relief plans of State authorities, and to reenforce the efforts of the American Association of Public Welfare Officials, the Association of Community Chests and Councils and other national organizations in helping communities to help themselves. Under this plan, the specific assignment of the Association of Community Chests and Councils is to conduct a field service through which experienced organizers are to be sent into these communities to assist local leaders in analyzing community problems and in formulating local programs for the securing of public and private funds.

Anticipating the accumulation of human needs to be expected with the return of cold weather, The President's Emergency Committee for Employment had asked for the cooperation of the Association of Community Chests and Councils in a letter under date of May 1, 1931. Experience in the past had proved that the social difficulties of a prolonged economic disturbance were bound to multiply and to become apparent long after the disturbance itself had begun to disappear. The country faced the inevitable fact that, regardless of the trend of business dur-

ing the remainder of the year, needs would be more acute next winter than last. "It is evident," The President's Committee concluded, "that there has been no emergency since the war which has demanded the thoughtful help of public spirited organizations more than the present unemployment situation and the problems which are growing out of it."

The Association formally launched the movement June 13th, at its annual meeting in Minneapolis, confining its operations, in accordance with the terms of the original request of The President's Committee, to the 376 cities of 25,000 or more population. These included 244 cities having community chests, and 132 without chests. At the request of the President's Organization on Unemployment Relief, the Association's assignment now includes, in addition, the 137 chest cities of less than 25,000 population, for which the Association has a continuing responsibility. This increases the total number of communities within the scope of the project to 513.

Plan—Procedure

The organization plan heads up in the Committee on the Mobilization of Relief Resources. This Committee has been charged with the responsibility of formulating a general program of stimulation to reenforce local effort in all cities and towns, including those coming within the Association's scope.

Each member of this committee has been selected because of a particular service he is able to render, or some special influence he can bring to bear to aid local communities. Where conviction is lacking in spite of mani-

fest necessity for strenuous action, or where community spirit is lagging through discouragement, individual members and others whom they may enlist will make themselves available for conferences with community leaders or for speaking engagements at public meetings. Requests for speakers should be addressed to the Association of Community Chests and Councils. This committee has been urged by the Association to influence large corporations to assume a proportionate responsibility in communities where they have branches, and to assist in convincing local public officials of the continued need of tax funds.

In carrying out its part of the program, the Association of Community Chests and Councils is approaching local situations in chest cities through the chests; in the non-chest cities through family welfare associations, public welfare departments and special citizens' committees. As adopted in June, the plan called for a thoroughgoing canvass of community needs and resources in advance of the fund-raising period. This has been in progress since July 1st. Questionnaires have been sent to community chests, and to the welfare agencies best equipped to supply the information in non-chest cities. Where the resulting information has been fragmentary, or where special problems seemed to exist, field representatives have been assigned to make personal visits. Through these local surveys it was hoped to fix the needs of the various localities and the amounts they would require both in public and private funds.

For money-raising campaigns, the period between October 19th and November 25th was set aside by the Association soon after the launching of the movement. This period was later adopted by Mr. Gifford's Organization as a concentration period for all fund-raising activity. Selection of these dates was dictated originally by the fact that this is the period during which the majority of community chests normally hold campaigns. More than 70 per cent of the aggregate chest total last year was raised in late October and November; over 97 per cent of the aggregate total of fall and winter chest campaigns was raised at that time. Hence the conclusion that these dates would cause the least number of cities to depart from established practice to benefit by the simultaneous program.

The 513 cities included in the Association's assignment, whether they have community chests or not, will receive help both from the field staff and from Mr. Young's Committee; those which have no chests will be offered expert counsel and advice in setting up temporary financing bodies. In all cities special efforts will be exerted to secure public appropriations to supplement private funds.

Field Service

To insure efficiency and close cooperation, the Association has divided the country into ten regions to be served by experienced field representatives who will report on community needs and on the adequacy of local relief and welfare resources. Where community chest organizations need strengthening,

these field representatives will draw upon the contacts and experience of the national Association for help and reenforcement; in non-chest cities they will offer a consulting service in coordinating public and private effort and in formulating a basis for a community campaign. Each member of the field staff is a recognized expert in national welfare work and in community organization. Several are community chest executives whose local boards of directors could release them for the period of the Mobilization by reason of their campaigns occurring in the spring; others are executives or department heads of national welfare agencies. They will be in the field continuously during September, October and November.

Immediate supervision of the field work will be exercised by an administrative committee of the Association's Board of Directors. Executive direction has been vested in the Director and staff personnel of the Association, with the aid of advisory committees of such organizations as the National Social Work Council and the American Association of Public Welfare Officials. For carrying out the Mobilization, the executive staff of the Association of Community Chests and Councils has been augmented to provide a field staff of experienced men, and expert publicity direction on a national scale.

Not Only Relief

One of the cardinal objects of the Welfare and Relief Mobilization is to preserve the complete community welfare program during this difficult period. Specialized welfare services must not be forgot in spectacular cam-

paigns for emergency relief. As one welfare leader has phrased it: "We cannot sidetrack ten years of progress in social planning just because we are confronted by an extraordinary relief situation." During the entire critical period the chests have been insistent upon the need for relief funds, but at the same time they have continued to champion those preventive and constructive activities which contribute so much to raising the American standard of living—such activities as public health, character-building, organized recreation and supplementary education. This policy will remain in force in chest cities, and, it is hoped, will be adopted by emergency committees in non-chest communities. The all inclusive program is to be vigorously recommended as aiming at reconstruction and rehabilitation along permanent lines rather than at measures which are merely ameliorative.

Publicity

The cities and towns receiving the field service of the Association are also benefitting by a complete program of national publicity which is being executed under the supervision of Mr. Young and his committee. The functions of this program are to keep the country apprised of conditions as they are actually found to exist, to report on progress made in carrying out the Mobilization, and to foster among the participating communities a sense of united service in a common cause. Newspapers and magazines are being asked to cooperate, and special requests are being made of national advertisers and publishers for donations of advertising space and radio time

for special features and distinguished speakers. Talkies by national leaders will be distributed by news-reel syndicates during the campaign period. A uniform poster, providing for localization by each community using it, has been made available to community chests and to campaign committees in non-chest cities.

Every effort will be made to avoid exaggeration and alarm. The facts themselves, authoritatively and widely distributed, will tell their own story and carry conviction. To insure making the publicity program representative of all welfare work, and to give the public the complete story of the effects of the depression upon human life, conferences have been held with leading national welfare and public health organizations, resulting in a practical plan of publicity cooperation.

Local Campaigns

There is to be no national campaign with a national goal—no pooling of funds for national disbursement. Obviously no aggregate goal can be arbitrarily fixed for a movement which embraces 513 separate community programs based upon 513 widely divergent problems and calling for public as well as private funds.

Identification with the national movement entails no sacrifice whatsoever of local interests. All funds are to be raised and disbursed locally. Neither is any extra expense or outside obligation incurred, provision for the total cost of national reenforcement and coordination having been met from private sources. Knowing that what is called "the national problem" is but the sum total of

local problems, individual communities merely recognize that their local campaigns this year are an integral part of a comprehensive plan of social reconstruction. They are asked to reaffirm their determination to care for their own, to maintain their civic integrity and independence in times of stress as in times of prosperity—and by so doing they not only meet their own needs but help to bring the nation through one of the most critical periods of its history.

Cities whose chest campaigns are normally held in late winter or early spring are under no obligation to advance their dates. Several have voluntarily decided to change for this year in order to become more directly a part of the general plan; but, even where they adhere to established practice, they expect to benefit from the added impetus of the nation-wide program this fall and winter.

No effort will be made to induce non-chest cities to adopt the community chest method. Information and advice on permanent central financing will be given only upon request.

Public Appropriations

Emphasis upon the need of local public appropriations is based upon the acknowledged limitations of private philanthropy in face of steadily mounting relief needs in the various communities. A study of 100 typical cities made recently by the U. S. Children's Bureau of the Department of Labor shows that last year 72 percent of the entire relief burden was met from local public funds. This same ratio will at least have to be maintained, and may well have to be substantially increased this winter. The July Relief Bulle-

tin of the Russel Sage Foundation, probably the best of the barometers of the situation, shows that relief expenditures in July of this year exceeded expenditures for June. This is in striking contrast to decreases in July as compared with June not only in the prosperous year of 1929, but even in the depression year of 1930.

It is to be made clear that community chests and other private agencies must secure gifts this year as at no time since the war, but every effort will be made to point out that the bulk of the direct relief bill in most places will have to be met through local tax resources. To what extent this can be done will vary with conditions, but the necessity for additional public appropriations is emphasized with the gradual exhaustion of special relief funds privately raised. Moreover, the July Relief Bulletin of the Russell Sage Foundation concludes with this statement: "It appears that in many cities unemployment relief has not yet been a severe strain on resources."

Private philanthropy has responded valiantly thus far in discharging its share of the responsibility for relief and for the many complex human ills and maladjustments growing out of the depression. Local public authorities are to be asked to exert the same type of social vision—to confer with private agencies to determine accurately and intelligently where private resourcefulness leaves off and where public responsibility begins. Many local officials see in the present emergency an extraordinary opportunity for con-

structive cooperation with private organizations in developing a greater degree of community self-reliance.

It is anticipated that widespread use of the name, "Welfare and Relief Mobilization," will do much to create the necessary spirit of inter-community teamwork. It is felt that this name accurately describes the object sought—*a mobilization of all local resources, public and private, for local use in meeting the nation-wide problem.* The spirit of the program may be summed up in this slogan, which has been adopted for local use by many communities: "Help the Nation by Helping Our Own."

"We are looking forward to a movement unique in the annals of American philanthropy. Widespread cooperation is earnestly to be desired. It is a plan of action which exemplifies the American ideal of self-reliance in face of emergencies."—
J. HERBERT CASE, President, Association of Community Chests and Councils.

Field Regions and Assignments of the A. C. C. C. for the Welfare and Relief Mobilization

Requests for consultation with any of the field representatives should be addressed to the Association of Community Chests and Councils, 1810 Graybar Building, 420 Lexington Avenue, New York.

REGION NO. 1—Maine, New Hampshire, Massachusetts, Rhode Island and Connecticut.

Representative: HOWARD O. HUNTER, Executive Secretary, The Community Chest, Bridgeport, Conn.

REGION NO. 2—New York.

Representative: STATE CHARITIES AID ASSOCIATION, New York, N. Y.

REGION NO. 3—New Jersey, Pennsylvania and Delaware.

Representative: SHERRARD EWING, Executive Director, National Association of Travelers Aid Societies, New York, N. Y.

REGION NO. 4—Ohio and Michigan.

Representative: ELWOOD STREET, Director, The Community Chest, Washington, D. C.

REGION NO. 5—Indiana and Illinois.

Representative: PROF. CHARLES S. STILLMAN, Ohio State University.

REGION NO. 6—Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas.

Representative: HARRY M. CAREY, Executive Director, Community Welfare Federation, Wilkes-Barre, Pa.

REGION NO. 7—Maryland, District of Columbia, Virginia, West Virginia, Kentucky and Tennessee.

Representative: CARTER TAYLOR, Director, Welfare Federation, Harrisburg, Pa.

REGION NO. 8—North Carolina, South Carolina, Georgia, Florida, Alabama and Mississippi.

Representative: ALAN JOHNSTONE, Newberry, S. C., formerly of Baltimore Community Chest and American Social Hygiene Assn.

REGION No. 9—Arkansas, Louisiana, Oklahoma, Texas, Colorado and New Mexico.

Representative: M. C. WILLIAMS, former Senior Secretary, Financial Bureau, National Council, Y. M. C. A., New York, N. Y.

REGION No. 10—Montana, Arizona, Utah, Washington, Oregon and California.

Representative: C. K. WARNE, Executive Secretary, Community Welfare Federation, Spokane, Wash.

The assignments above are as of September 8th. Five members were at work during the summer, giving particular attention to those regions including the greatest number of non-chest communities; the other five went into the field September 1st. The entire staff will be available for consultation throughout the fall, and, if demands for service increase, additional members will be assigned.

Association of Community Chests and Councils

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President

J. HERBERT CASE, Plainfield, N. J.

Vice-Presidents

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Publicity

1810 Graybar Building
420 Lexington Avenue
New York City

From the
Committee on Mobilization
of Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION
ON FRIDAY OCTOBER 16

Owen D. Young, chairman of the Committee on Mobilization of Relief Resources of the President's Organization on Unemployment Relief, this (Thursday) afternoon announced that E. K. Hall, of Dartmouth, chairman of the rules committee of the National Intercollegiate Football Association, had taken over direction of the project for the playing of special games for the benefit of local emergency relief funds throughout the United States. Mr. Young issued a call Wednesday to all colleges and schools for a series of such games.

"I have been most gratified," Mr. Young said, "by the response to my call. I have not been surprised, however, for I was confident that our colleges and schools would not be content to have no part in meeting the present emergency. The response of the college presidents has been inspiring, and the student bodies have been wholehearted in following their example."

"It is a promise of great success that already so many and such important games are being arranged. With the Army and Navy meeting, with the Big Ten of the Middle West preparing so impressive a post-season schedule, and with the eight leaders of the Northeastern colleges getting ready for such unique contests as those planned for the Yale Bowl and New York City we may look forward to the writing of a historic record in sports and in patriotism."

"The whole country has taken up the suggestion. A flood of inquiries and of requests for aid in making arrangements is flowing in. So that these inquiries and requests may be dealt with authoritatively, I have asked E. K. Hall, of Dartmouth, a preeminent figure in football, to take care of them. Mr. Hall has advised me throughout our planning of this project. To this new assignment he has agreed with enthusiasm, and all further inquiries should be addressed to him at Hanover, N. H."

XXXXX

From the Committee on Mobilization of
Relief Resources
Room 2561-A 120 Broadway
Rector 2-7600

For Release
SUNDAY, October 18th, 1931.

The combined network broadcasting facilities of the United States will be pooled for an hour Sunday night (October 18) to launch President Hoover's Unemployment Relief Program.

The countrywide blanket broadcast is scheduled to begin at 6:00 P.M., New York time. It eclipses all previous marks for elaborate programs in the technical details of hookup, in coast-to-coast coverage and in pretentiousness of program.

President Hoover will speak from Fortress Monroe, Virginia, with Walter S. Gifford introducing him from New York. John Phillip Sousa and the United States Marine Band are reunited for the special occasion, and Leopold Stokowski will conduct the Philadelphia Orchestra. Lily Pons, Sophie Braslau and Lawrence Tibbett will sing, Miss Braslau from New York and Mr. Tibbett, San Francisco.

All the basic and divisional networks of both the National Broadcasting Company and the Columbia Broadcasting System will operate as one, through the cooperative efforts of M. H. Aylesworth, president of N.B.C. and William S. Paley, president of C.B.S.

More than 150 broadcast stations from Canada to the Gulf of Mexico and from the Atlantic to the Pacific will be served by the same set of microphones, which the network executives have placed at the disposal of the President's Committee on Mobilization of Relief Resources, of which Owen D. Young is chairman.

The pooling of the nation's principal networks into one unit is in effect, a foretaste of the possibilities of radio in future national emergencies. Similar joint broadcasts of the same program are scheduled for succeeding weeks of the series arranged for the Mobilization Committee.

Details of the inaugural broadcast are worked out with the President's Committee by Lawrence Lowman and John W. Elwood, vice presidents of CBS and NBC, respectively. They will continue to collaborate on Mr. Young's plan "for giving national background to the campaigns of individual communities." No national fund

of any character is to be raised. Each community is to determine its own welfare and relief needs for the coming winter, and to make provision for them.

President Hoover will speak tonight (Sunday) from the commanding general's residence at Fortress Monroe, Va. For this purpose he will come ashore from the battleship Arkansas, en route for Yorktown.

The President will be introduced by Walter S. Gifford, director of the President's Organization on Unemployment Relief.

The Marine Band, once more under the baton of John Phillip Sousa, will play in the assembly hall of the Coast Artillery School at Fortress Monroe. Stokowski will conduct in Philadelphia.

Lily Pons and Sophie Braslau will sing in the New York radio studios. Lawrence Tibbett's voice will be picked up from San Francisco.

Graham McNamee of NBC and David Ross of CBS will announce the program jointly. Radio engineers, numbering more than a thousand from coast to coast, will be necessary to handle the equipment used in solving the technical problems involved in consolidating the two great systems for the hour.

October 19 to November 25 is specified as the period for intensive relief campaigns, when the effort of the country as a whole will be concentrated.

Succeeding broadcasts arranged in cooperation with Mr. Young's Committee will be announced at a later date.

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From the
Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION
ON SUNDAY, OCTOBER 25

Note to Editor:

This statement deals with the nation-wide activities of the President's Organization on Unemployment Relief and the Committee on Mobilization of Relief Resources. It is not related otherwise to work in local communities.

With marked increase in energy and popular interest, the second week of the emergency welfare and relief fund campaigns being held throughout the United States under the President's Organization on Unemployment Relief opens today (Sunday).

Tonight, over the combined networks of the National Broadcasting Company and the Columbia Broadcasting System, former Gov. Alfred E. Smith, of New York, and Nicholas Murray Butler, president of Columbia University, will be heard -- Gov. Smith at 10:15 o'clock and Dr. Butler at 10:30, Eastern Standard Time. More than 150 stations of the two systems will carry their appeals.

In addition to these two important addresses, the Community Chest campaign in Birmingham, Alabama, will be opened this afternoon by Owen D. Young, chairman of the Committee on Mobilization of Relief Resources, of the President's Organization. Mr. Young's address will be primarily local in character. Later in the campaign period he will talk over a nation-wide radio hook-up.

Forty-three organized campaigns will be under way in cities throughout the country this week. Nineteen of these continue over from last week, and twenty-four will start between today and Thursday. The new campaigns are the following: San Francisco; Kansas City, Mo.; Birmingham, Ala.; Grand Rapids, Mich.;

Springfield, Mass.; Kansas City, Kans.; Chattanooga, Rockford, Ill.; East St. Louis, Ill.; Terre Haute, San Jose, Calif.; Springfield, Mo.; Decatur, Ill.; Kalamazoo, Kenosha, Wisc.; Aurora, Ill.; Williamsport, Pa.; Lynchburg, Va.; Colorado Springs, Eau Claire, Wisc.; Johnson City, Tenn.; Grand Forks, N. D.; Holland, Mich. and Reidsville, N. C. The combined goals of these cities are \$7,706,000. Last year they raised \$6,660,000.

Seventeen cities with Community Chests have completed their campaigns for emergency relief and welfare funds. They have raised a total of \$3,691,792, exceeding their aggregate goals of \$3,552,381 by \$139,411, according to reports received by Walter S. Gifford, director of the President's Organization.

Mr. Gifford sees in the results of these early campaigns confirmation of the confidence of the President's Organization that, with each citizen doing his part, the relief problem growing out of widespread unemployment will be met by communities throughout the country, and that, in addition, health, character-building and other community activities so necessary to the maintenance of morale will not be neglected.

Mr. Gifford will introduce Gov. Smith and Dr. Butler tonight at the Fifth Avenue studios of the National Broadcasting Company. The two addresses will mark the second of the programs arranged for the Mobilization Committee by National and Columbia. The two systems again will be operated as one.

For the first time in the history of the two great systems this was done one week ago tonight, on the occasion of President Hoover's address from Fortress Monroe, Va., and of the unprecedented program that attended it. On this program were heard Will Rogers, in what is being called the finest speech of his career; the United States Marine Band, under the leadership of John Philip Sousa; Leopold Stokowski, leading the Philadelphia Symphony Orchestra; Mme. Lily Pons, Mme. Sophie Braslau and Lawrence Tibbett. From professional as well as lay sources an enormous fan-mail is coming in regarding this program.

The whole program of support for local campaigns laid out by the Mobilization Committee is now in operation.

"The United States owes its deep thanks," Mr. Young said yesterday, "to the interests and the industries whose cooperation we have enlisted in behalf of the community funds being raised all over the country.

"In space donated by the periodicals, advertisements prepared by a committee of leading advertising agents are being read in every city and town in the land.

"Posters, printed at the suggestion of the Outdoor Advertising Agency and the Outdoor Advertising Association of America and placed by 2000 plant operators and their 15,000 employees, are crying their appeals to give from 35,000 boards in 17,500 cities and towns.

"Some thousands of newspapers are carrying cartoons contributed to the common cause by artists of the newspaper feature services and of individual publications.

"The broadcasting systems again tonight will play a notable and characteristic role in linking their facilities for spreading the addresses of Gov. Smith and Dr. Butler.

"To these two distinguished men and to those who participated in last Sunday's program as a share of their contributions to the effort to which the President has summoned us all we are under a great obligation."

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From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION
MONDAY OCTOBER 26th

[1931]

The text of Nicholas Murray Butler's address in behalf of the President's Organization on Unemployment Relief, delivered over the National Broadcasting and the Columbia Broadcasting Systems last evening (Sunday, October 25th) follows:-

My Fellow Americans:

What new word can be spoken by any tongue on the grave problem which confronts our people and the people of the whole world? That problem may be concisely stated to be one of finding ways and means to establish and maintain peace and prosperity, to distribute justly and generously the products of labor whether manual or intellectual, to offer assured protection against disability, illness, unemployment, or dependent old age, and so to adjust and apply the fundamental principles upon which our government and social order rest as to accomplish all these ends without either inviting revolution or entering upon a prolonged period of doubt, fear, depression and want. Adversity is a stern task-master and an incomparable teacher. American public opinion has during the past two years been more deeply stirred to self-examination and to reflection, to a study of fundamental economic and political questions, than ever before in our history. Adversity has done all this, and by doing it adversity may well prove to be the discoverer of the surest path to escape from itself. This will take time.

But there are some things which will not wait. These are those human needs which surround us on every hand and which themselves are the accompaniment and the result of the period of adversity and reconstruction through which we are so plainly passing. The vast destruction of values and the worldwide disruption of commerce by the World War, together with the rapidly moving changes in our industrial and economic system, the vastly increased pressure upon our single

monetary standard, and the new and more fortunate levels of living which have come into existence in many lands, all combine to confront us with millions of our fellow men who, glad and willing and capable to work, can at the moment find no productive employment. Their needs must, in all conscience, be met. This is a matter of charity, if you will, on the part of those who give, but it is also a matter of justice, I am certain, toward those who need the gift. It is not they who have been derelict; it is our social and economic order which has failed to keep pace with the demands upon it.

We are our brother's keeper. We cannot, without tearful eyes, choking voices, and heavy hearts, watch our fellow men plunged into want, through no fault of their own, without going quickly to their relief as part of our personal duty as well as of our social obligation. Surely, there can be no wish among any portion of the American public to tempt into existence a permanent class of social dependents who will settle down to a narrowly restricted life, -- one of no luxuries and few comforts -- to be provided by the official sources which the State controls. Nothing would more quickly sap the moral vitality of the American people than this. No matter how great the need of any individual or any group, their self-respect must be preserved, their ambition must be kept alive, their zeal for service and for accomplishment must be strengthened and rewarded in every possible way.

If we turn to the practical aspects of the present situation we find that there are various provisions made to care for certain restricted classes and groups, but that the number of deserving who are in want or approaching want is far greater than the number of all these. We are calling upon industry so to organize or re-organize itself as to care increasingly for its own, to put human consideration in respect to labor at least as high as profit-seeking, and to absorb, so far as possible, a large number of those who are able and willing to work into the industries with which they are normally associated. The great and highly important field of

insurance does its part. For some two generations, and particularly here in the United States, men and women have turned to life insurance, to disability insurance, and to the purchase of annuities, when they were able to care for all these, in order to protect themselves and their dependents in later years or when death shall come to the head of the family. This principle is now spreading into new fields and is being tried and tested in new ways. It seems certain that great progress will be made during the next decade in the matter of establishing systems of social insurance which will be economically sound, morally justifiable, and free from the temptation to make their beneficiaries a charge upon the tax-paying public.

When all these things shall have been done, there still remains the question of the moment, -- How shall relief be given to vast numbers of those capable men and women, who, without fault on their part and through no wish of their own, are at the moment unemployed and who, because unemployed, are either in want or on the verge of want? How shall they be cared for and who shall care for them? Let the answer ring from Atlantic to Pacific, from Canada to the Gulf, -- We, their neighbors, will care for them because we are their neighbors and because our situation at the moment is more fortunate than theirs. We shall care for them, not through taxation or through impersonal bureaucratic and legalistic administration, but through those voluntary and experienced local organizations which in every community, large or small, have come into existence because of a spirit of human kindness and neighborliness to care for those who need and for those who suffer.

Each one of those organizations knows well its own local field of need. Each one has had longer or shorter experience in solving problems that are distinctively local in character. Each one has the confidence and good will of its neighborhood. Let every American who is not just now unemployed give to one of these; let him strengthen the existing agencies for relief and lighten the load which rests upon those who are his immediate companions in the social and political life of our country. If each American man and woman would give promptly to these local agencies the amount of one day's salary or wage or fixed income, the result would be a truly colossal fund

which would lift from our neighbors this burden of want and suffering and fear, and enable them to face with us, with hope, with courage, and with full cooperation, the problems of reconstruction which confront our nation and the world.

There is no time to lose. The beauty of the autumn is passing into the sterner cold of winter. Food, clothing and shelter are needed now. There is but one way quickly and adequately to provide these, and that is through your gifts and mine. What an example it would set to the older world, what joy it would give to every American heart, and what untold relief it would bring to the millions of unemployed and those dependent upon them, to learn that there had been quick and generous response to this appeal and that their local reservoir of helpful assistance was now fully able to meet the reasonable demands upon it.

Think on these things, my fellow Americans, and then, for God's sake and your own, give!

XXX

[1931]

From the Committee on Mobilization of Relief
Resources
Room 2561-A, 120 Broadway,
Rector 2-7600

RELEASED FOR PUBLICATION
on MONDAY OCTOBER 26th.

In his address at the opening of the Community Chest campaign of Birmingham, Ala., on Sunday afternoon (Oct. 25) Owen D. Young, chairman of the Committee on Mobilization of Relief Resources of the President's Organization on Unemployment Relief said:

Mr. President, Ladies and Gentlemen of the City of Birmingham:

One might well ask himself, as you may ask yourselves, why I should travel a thousand miles to speak to you on the problem of unemployment relief in your own city. Certainly, I know less of your needs, less of your conditions, less of the suitable methods to meet them, than any other person in this great audience, and yet I have come a long way to speak to you and you have surrendered a Sunday afternoon to listen to me. I thank you, both for my privilege and for your generous welcome.

Speaking to the graduating class of St. Lawrence University last summer, I expressed the view that not more than 5% at best of what one thinks or sees or feels can be transmitted by language to another. If that be true, then I ask you to be charitable with what you hear. If my presence here means nothing more to you than that 5% which I try to express, if my presence here does not convey by its very fact something of that 95% of things unsaid and unsayable, then my trip is a failure and your presence this afternoon is wasted. It is not so much what we say to each other in this world that counts; it is that great mass of unsaid things transmitted by sensitive devices which function only in the physical presence of each other.

I remember, as a boy of twelve, leaving the old farm and the little red schoolhouse to go to an academy some miles away to take my first regents examination. It was not only a great adventure. It was perhaps the most serious business in which I ever have engaged. On the morning before the examination, my old Scotch schoolmaster of the district school drove several miles early in the morning to

put his hand on my shoulder and express his confidence in my ability to do the job. There wasn't anything he could say to me especially which would help me in the technique of the examination. He could give me no new or additional information. He could take no burden of mine. But that visit has never been forgotten, and never will be. Nothing that could have been said falling in the 5% area could possibly have been comparable to the understanding which he displayed of my difficulties, of my nervous tension, of my apprehension, and of the thousand other unexpressable things which lie in the large and unexplored but vital areas of every human life. So here today, while I do not know much about your needs, I know the needs; while I do not know much about your conditions, yet I know your conditions. With me it is not so much whether it is one person who will suffer from hunger or cold or loss of self-respect, or whether you multiply him by the thousands. My appeal to you is that no one shall suffer, whether they be few or many, and that your job will not be done unless you see to it that no one does. Each person is a unit by himself. His need is 100% to him. That others suffer may excite his sympathy, but it does not relieve his want. So I am not concerned, nor do I need to know, how many will be in want in Birmingham. You only need know. All I know is that there will be some, and I am told there will be so many as to tax to the utmost your capacity for relief, and yet, however great the burden, I appeal to you with confidence that it will be met.

Now I want to speak of some things quite frankly which are often in the minds of givers to these relief funds. Sometimes they represent excuses for not giving. Sometimes they represent deep convictions which justify their minds and hearts in not giving - and convictions which justify one in not giving, especially in these difficult times, are, humanly speaking, easy to acquire.

Let us be frank about it and meet some of these reservations at the outset. Of the millions who need relief this coming winter - and I make no estimate

of the numbers either directly or indirectly affected - there are undoubtedly three classes, all grouped largely for convenience in the category of the unemployed. The first group is that class of persons who because of physical or mental limitations are practically unemployable. In the best of times, when other labor can not be had, some small percentage of this group may be employed and provide some small earnings for their sustenance. By and large, however, this group and its numbers are considerable - are unemployed because they are unemployable. They are a social charge in the best of times. They are a charge upon our charity, on our welfare organizations, and they are a greater charge undoubtedly today than in good times, because in many instances the resources of friends and relatives which are available in good times for their care have been depleted by short time work or destroyed by unemployment. Therefore, first of all, my friends, we must realize that the charities have a larger job than ever to take care of people who are truly a social charge of the community. We must not underestimate their numbers for purposes of relief, nor must we exaggerate the numbers of those truly unemployed by adding this group to them. Their needs are real. Their incapacity is appealing. Their limitations call upon us to care for them, both through public and private funds, and no distribution justifies us in leaving that largely helpless group of our own citizens in want. So your gifts to charity must not be diminished by the needs of unemployment, but on the other hand they must be increased because the demands upon your charities will be greater.

The second group of people classed among the unemployed which tends to swell the total figures, are those who though employable refuse even in the best of times to work the whole year through, and who habitually neglect to save anything for future needs. They are truly soldiers of fortune, usually drifters from here to there, sometimes working in the fields or on the roads in the summer, and congregating in the large cities in the winter, optimistic and confident that one way or another they will have beds in which to sleep and that they will have food

to eat. They present a problem in good times as well as bad, but undoubtedly their earnings from intermittent employment have been diminished. They will swarm again into the great centers of population, and in a sense they will be the beneficiaries of our great unemployment situation. One eminent man truly said in private, although he doubted the wisdom of saying it in public, that it was unfortunate that the hobo was at last raised to the dignity of the unemployed. I say it in public, and yet in the same breath I say that we must not permit these people to suffer from cold or hunger, even in bad times. But I confess to the fact that I hope the distributors of our relief funds will see to it carefully that these people who habitually fail to row their own weight in the boat, although competent to do so, are not beneficiaries of these funds to any extent greater than to keep them from actual suffering. They are skilled in solicitation - they have practiced it for years. They are capable in representation - they know how to do it. They do not excite my sympathy or yours. They must not be made the excuse for any person refusing to give to these unemployment funds, because there is another class, of which I shall speak now, with whom, as American citizens, we must take no risk. Better that some hoboes shall receive too generous gifts than that one person, conscientious, willing and able to work, but unemployed, shall suffer. Let no person justify his conscience or excuse himself to his neighbors from giving to the limit because some lazy people may get too much. If the funds are properly distributed, they will not.

And now for the last group. These are the truly unemployed. They are employable and in good times are employed. They are conscientious and able and willing to work when there is work to do. They are American citizens like you and me - bone of our bone, thought of our thought, conscience of our conscience - who through the turn of this wheel of fortune find themselves out of a job, their earnings gone, their savings exhausted. They are the victims. It is that great group of American citizens who are close to my heart, and for whom I appeal today. They are the people who need our special care. You will not find them in bread lines or in soup kitchens or in public lodging houses, unless extreme hunger or cold drive

them there. Thousands of them will suffer in silence unless you seek them out. They must be searched out by friendly and sympathetic hands. They must be made to understand that they are not the recipients of our charity. Their morale must not be broken by humiliating them with our gifts. We must let them know that we know they are the victims of our disorganized economic machine; that it is our duty and our pleasure, who have been more fortunate than they, to aid them as friends. We must maintain our respect for them and compel them to retain their respect for themselves. Failure to do this can be made up by no gifts of money coldly administered, and a gift which sacrifices the self-respect of the man who accepts it creates a loss to America which we can not rebuild in our time. Certainly I appeal to you to see that funds are adequate to take care of this third group of which I speak. I appeal to you to see that it is properly and wisely administered. I appeal to you as citizens, each and every one of you, to make it your business to see that no person or family of your acquaintance, or reasonably within your reach, suffers either physical want or undue mental suffering, or serious loss of self-respect, in the great emergency which confronts us. Oh, will you answer my appeal in that!

President Hopkins of Dartmouth, tells the story that he and his students went over into Norwich, Vermont, in the old days of lantern slides, to see a presentation in the pictures of that day of The Pilgrim's Progress. At one point in the performance, the slide representing the Dragon of Despair was immediately followed by that representing Beulahland, the land of promise. Somehow, the machine stuck as the Dragon of Despair was beginning to move off the screen and the slight edge of Beulahland was coming on. The raucous voices of stage hands and mechanics, using language which displayed their impatience and consternation, left the audience with the conviction that perhaps the last slide in the progress of those great events was the Dragon of Despair, with only a bare corner of Beulahland over to show in the distance. That indeed is our situation today. Our economic machine is out of order.

It has been subjected to the strain of a great war and weakened by it. The world boldly attempted to keep functioning as though nothing had happened, and even when slides stuck elsewhere in the world, America, seeing the mirage of Boulahtland, with inflamed imaginations thought that no other picture could be substituted on our theatre of action. No Dragon of Despair could come to us, however prevalent he might be elsewhere. And so we went on until the whole economic machine of the world was disordered and out of joint. In our wrath we even cry for dictators, and some would sacrifice political liberty gained through a long period of struggle in the vain hope of securing economic satisfaction. We must remember that true individual liberty means for the individual man both political freedom and economic independence. The first should be guaranteed by our political government, and the second by our economic organization. Neither can be provided by the other. We must not demand our political government to meet our economic needs, nor must we permit our economic organizations to interfere, through politics, with our political liberties. We must learn to drive these two great organizations in parallel, permitting neither to impair the other. The liberty of action of the individual man is guaranteed by this process, and if we come to a period of great strain, such as the present, then the man who has must share with him who has not. That is the price of liberty. That is the privilege of free citizens. That is what we will demonstrate in this campaign in Birmingham and everywhere in the United States. As Will Rogers, in substance, has more aptly said, every particle of wealth we have is the product of the work of our people, and those who worked but who are not now employed have contributed to what we have. We must share with them, not on the grounds of expediency alone, not on the grounds of insurance of what we have, but because it is our duty to do so.

Now, although I am not familiar with your conditions in Birmingham, there is another thing I know, and that is that it is difficult this year - more difficult than ever before - for your citizens to give. Notwithstanding this impairment of

resources, they are called upon for more, and must contribute more than they ever have before. Good citizens, conscientious citizens, seriously ask themselves whether they can meet the strain. My answer is that you can not meet it without sacrifice yourself, and that sacrifice you will and must to relieve your fellow citizens. While there is ample ground for us to pity ourselves, we must throw self-pity to the winds and pity others. I would not over-emphasize the unemployment. It is serious, but not discouraging. I draw no pictures of starving men or famished women, or underfed and underclothed children, although they will and do exist. I make no great appeal to your fears. I ask no one to cringe before threats. I ask only - and this I do with confidence - that with shoulders back, heads up and chests out, with determination in your eyes and smiles on your faces, you walk out as brave men to battle, unafraid and determined that victory shall be yours. And it will be.

Now friends in the City of Birmingham, I was most happy when the speakers committee of the President's Organization on Unemployment Relief sent me to make my one speech in this campaign to this friendly city. They realized that your problems were difficult, that your needs were great. I realize it too, and I have come a thousand miles to tell you so. But I have come too, to tell you of my confidence in your victory, and to say that your success will be not yours alone but mine too.

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From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION on
MONDAY OCTOBER 26th.

[1931]

The text of Alfred E. Smith's address in behalf of the President's Organization on Unemployment Relief, delivered over the National Broadcasting and the Columbia Broadcasting systems last evening, (Sunday) October 25th) follows:—

In time of danger or disaster the care and the well being of any considerable part of our population has always been the concern of all. With the approach of winter, suffering and distress will be abroad in the land unless we prepare ourselves to avert it. Statistics and reports gathered from various parts of the country indicate a widespread condition of unemployment embracing every community in the United States. The President of the United States, recognizing the emergency, has brought into existence an organization on unemployment relief.

The situation with which we have to deal grows more acute as time goes on. Survey made in New York City alone shows that there exists a greater need for help and relief than existed this time one year ago. When the lay-off from employment due to the depression first started a number of heads of families had saved up from their earnings sufficient to tide them over one winter. They are being gradually added to the large **army** of the unemployed and as each bank account becomes exhausted there is presented another family problem.

Considerable has been written and said about the progress of public works to help unemployment. Public works should be progressed with all the rapidity that national, state and local governments can bring to bear upon the proposed improvements. While that will be helpful, we must bear in mind that it is a slow process in the first place and in the second it can provide for only two classes of workers in any bulk, skilled and unskilled labor. That leaves out what has been referred to as the "white-collar" group and in this crisis countless thousands of men trained as bookkeepers, cashiers, clerks and minor executives find themselves

out of employment for the first time since they left school, to say nothing of the large army of women who must either support themselves or, in a great many cases, have people dependent upon them.

Every community in the United States is prepared, in normal times, to take care of the needy, the poor or the sick. Unquestionably, the present situation has grown beyond ordinary methods by which it has been relieved in the past and that means that not only must our existing charitable organizations be continued for the fulfillment of their usual obligations but extraordinary means must be resorted to to meet an extraordinary situation.

There is nothing new in this method of handling great emergencies. The people of the United States were quick to respond to our suffering neighbors during the Mississippi floods or when the hurricane struck the State of Florida and recently by popular subscription the Red Cross brought relief to the drought sufferers in those stricken areas of the United States.

We have here an emergency which if not met and met promptly will unquestionably amount to a disaster. The present prospect if not relieved points to hunger, cold and suffering for a large part of the people during the coming winter. It means the loss of homes and the breaking up of families. It may even lead to a breakdown of spirit and resolve of some of our best types of citizens when they find themselves driven to charity in order to keep themselves alive. Numerous instances in New York were brought to my attention of men heads of families who accepted the humiliation and suffering of the public breadline in order to conserve food for their wives and children.

To say nothing else, what must be the mental anguish of the willing worker who after tramping the streets all day returns to the cold and cheerless home at night. Each day he feels himself nearer to the crash, when the family will be on the sidewalk and public charity will be the last resort.

As there is no national fund to which contribution can be made, locali-

ties throughout the country are urged to meet the situation locally. To my way of thinking, there exists a civic responsibility to promote the health and welfare of the citizens of every community by guarding against sickness that is bound to flow from undernourishment and lack of medical care in times of financial stress. Not only is there a civic responsibility but I believe there exists an individual and a personal responsibility resting upon the shoulders of every person who is in a position to contribute toward the help of the less fortunate out of the bounty he has received from Divine Providence.

It must be strictly borne in mind that these efforts to relieve distress are not in their nature the extension of charity. They are rather the expression of neighborly or community feeling. Just as there exist common comradeship and a spirit of unity and willingness and devotion when men and women are called to the colors, there should be that same devotion, that same unity and that same comradeship when large numbers of our population are threatened with distress.

Throughout the length and breadth of the land today, our citizenship in a position to do so should ask themselves two questions; first, is the condition of unemployment actually as depicted? The answer is "Yes". It is recognized in every community and has the recognition of the President of the United States himself. The second question which the citizen should ask himself is, "Will I permit the wolf of hunger now stalking on the doormat to gnaw his way into the heart of the family or will I share with them a part of my pay envelope or a part of my income?" It would be to underestimate the loyalty and devotion of the American people to suggest for a minute that with the answers to these two questions ringing in their ears they would be deaf to the appeal of the father who is without work and the mother who shares the sorrow that afflicts them both when they look at the little children.

Let us therefore in obedience to the appeal of the President and in keeping and in harmony with public-spirited, rightminded, proper-thinking leaders in

all of our communities throughout the United States, lend our efforts to the end that when the bright sun of prosperity dispels the gloom and cloud of depression now hanging over the country, we will feel that in the hour of need, we were not unmindful of the condition of our brothers and have so conducted ourselves as to merit the right to offer a prayer of Thanksgiving on a date shortly to be announced by the President of the United States.

XXX



[1931]

From the
Committee on Mobilization of
Relief Resources
120 Broadway
New York

RELEASED FOR PUBLICATION
ON MONDAY, Oct. 26

Owen D. Young, chairman of the Committee on Mobilization of Relief Resources of the President's Organization on Unemployment Relief, in an address that marked the opening of the Community Chest campaign in Birmingham, Ala., Sunday afternoon (Oct. 25), made three classifications of those who will need relief during the coming winter:

The practically unemployable.

The employable who do not work steadily and who neglect to save for future needs.

The truly unemployed.

Regarding these three groups Mr. Young said in part:

"Of the millions who need relief this coming winter - and I make no estimate of the numbers either directly or indirectly affected - there are undoubtedly three classes, all grouped largely for convenience in the category of the unemployed. The first group is that class of persons who because of physical or mental limitations are practically unemployable. They are a social charge in the best of times. They are a charge upon our charity, on our welfare organizations. We must not underestimate their numbers for purposes of relief, nor must we exaggerate the numbers of those truly unemployed by adding this group to them. Their needs are real. Their incapacity is appealing. Their limitations call upon us to care for them, both through public and private funds, and no distribution justifies us in leaving that largely helpless group of our citizens in want. So your gifts to charity must not be diminished by the needs of unemployment, but on the other hand they must be increased because the demands upon your charities will be greater.

"The second group of people classed among the unemployed which tends to swell the total figures, are those who though employable refuse even in the best of times to work the whole year through, and who habitually neglect to save anything for future needs. They present a problem in good times as well as bad, but undoubtedly their earnings from intermittent employment have been diminished. They will swarm again into the great centers of population, and in a sense they will be the beneficiaries of our great unemployment situation. One eminent man truly said in private, although he doubted the wisdom of saying it in public, that it was unfortunate that the hobo was at last raised to the dignity of the unemployed. I say it in public, and yet in the same breath I say that we must not permit these people to suffer from cold or hunger, even in bad times. But I confess to the fact that I hope the distributors of our relief funds will see to it carefully that these people who habitually fail to row their own weight in the boat, although competent to do so, are not beneficiaries of these funds to any extent greater than to keep them from actual suffering. Let no person justify his conscience or excuse himself to his neighbors from giving to the limit because some lazy people may get too much. If the funds are properly distributed, they will not.

"And now for the last group. These are the truly unemployed. They are employable and in good times are employed. They are conscientious and able and willing to work when there is work to do. They are American citizens like you and me - bone of our bone, thought of our thought, conscience of our conscience - who through the turn of this wheel of fortune find themselves out of a job. They are the victims. It is that great group of American citizens who are close to my heart, and for whom I appeal today. They are the people who need our special care. You will not find them in bread lines or in soup kitchens or in public lodging houses, unless extreme hunger or cold drive them there. Thousands of them will suffer in silence unless you seek them out. They must be searched out by friendly and sympathetic hands. They must be made to understand that

they are not the recipients of our charity. Their morale must not be broken by humiliating them with our gifts. We must let them know that we know they are the victims of our disorganized economic machine; that it is our duty and our pleasure, who have been more fortunate than they, to aid them as friends. We must maintain our respect for them and compel them to retain their respect for themselves. Failure to do this can be made up by no gifts of money coldly administered, and a gift which sacrifices the self-respect of the man who accepts it creates a loss to America which we can not rebuild in our time. Certainly I appeal to you to see that funds are adequate to take care of this third group of which I speak. I appeal to you to see that it is properly and wisely administered. I appeal to you as citizens, each and every one of you, to make it your business to see that no person or family of your acquaintance, or reasonably within your reach, suffers either physical want or undue mental suffering, or serious loss of self-respect, in the great emergency which confronts us. Oh, will you answer my appeal in that!"

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From the
Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION ON
SUNDAY, NOV. 1

Note to Editors:

This story deals with the nation-wide activities of the President's Organization on Unemployment Relief and the Committee on Relief Resources. It does not bear otherwise on local community projects.

Publication of this announcement will be of especial service to the President's Organization.

Forty-seven organized campaigns for funds with which to meet the emergency welfare and relief needs of communities in seventeen states will be under way this week. The cities and towns range in size from New York with its more than 6,000,000 population, to Carthage, N. Y. with 4500.

Thirty-three of these campaigns are new. They will bring to eighty-five the number started since Oct. 19, when the six-weeks campaign period set by the President's Organization on Unemployment Relief opened. The aggregate goals for these communities are \$28,641,600, exclusive of the \$12,000,000 being raised in New York.

In twenty-six campaigns so far completed \$4,477,077 was raised, against goals of \$4,363,126, according to a report by the Association of Community Chests and Councils to Walter S. Gifford, director of the President's Organization. Results of campaigns which did not close until yesterday or Friday are still to be reported.

The new campaigns of this week are in Baltimore, Minneapolis, Portland, Ore.; St. Paul, Nashville, Scranton, Jacksonville, Fort Wayne, The Oranges, N.J.; Allentown, Pa.; Little Rock, Sioux City, Ia.; Lansing, Springfield, Ill.; Racine, Charlestown, S. C.; Mount Vernon, N.Y.; Austin, Tex.; Galveston, Columbia, S.C.; Battle Creek, Bloomfield, N.J.; Auburn, N.Y.; White Plains, Ottumwa, Ia.; Concord, N.H.; Attleboro, North Tonawanda, Bedford, Ind.; Medford, Ore.; Whiting, Ind.; Edwardsville, Ill.; Carthage, N.Y.

The third week of the campaign period will be inaugurated tonight with another

of the nation-wide radio programs arranged for the Committee on Mobilization of Relief Resources, of which Owen D. Young is chairman, by the National and Columbia broadcasting systems. Speaking from Chicago, William Green, president of the American Federation of Labor, will deliver an address. He will be followed by Mr. Young, speaking from the Columbia studios in New York. Mr. Gifford will introduce both men.

Attending these addresses will be a program in which fourteen of the reigning favorites of Columbia and National will be heard. This program will run from 10:45 to midnight, Eastern Standard Time, the longest period that has ever been devoted to such an entertainment over the air. Both broadcasting systems will again be operated as one in distributing it to more than 150 stations throughout the United States.

The program will be as follows:

Erno Rapee and his orchestra, in "Dip Your Brush in Sunshine."

The Sisters of the Skillet, in dialog.

The Boswell Sisters, in "When It's Sleepy Time Down South."

Guy Lombardo and the Royal Canadians, in "Good Night Sweetheart."

Jessica Dragonette, in The Letter Song from "Mozart."

Amos an' Andy, in dialog.

Morton Downey, in "You Try Somebody Else."

Freddie Rich and the Columbians, in selections from "Singing the Blues."

B. A. Rolfe and his orchestra, in excerpts from "The Chocolate Soldier."

Kate Smith, in "My Song."

Paul Whiteman and his orchestra, in "Georgia on My Mind."

Bing Crosby, in "I Apologize."

Ray Perkins, in monolog and song.

Olive Palmer, with chorus and orchestra, conducted by Erno Rapee, in the Italian Street Song from "Naughty Marietta."

John S. Young, Frank Knight, Harry Von Zell and Alois Havrilla will be the announcers.

From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION ON
MONDAY NOVEMBER 2ND

The text of Owen D. Young's address in behalf of the President's Organization on Unemployment Relief, delivered over the National Broadcasting and the Columbia Broadcasting systems last evening, (Sunday November 1st) follows:-

I thank the Columbia and National Broadcasting Systems for bringing me to your house tonight, and I thank you too for letting me in through your receiving set. If you will permit me to stay a few minutes, I will talk to you about unemployment relief. I have come at the request of the President of the United States as Chairman of his Committee on Mobilization of Relief Resources, and while those are very high sounding words, they mean nothing more than that I am to ask, and indeed must ask, you to give as much as you can to your local relief funds in order that nobody in your community may suffer from cold or hunger this coming winter. If that be done in every community, then no one in the United States will suffer. That is what we all wish, and it can be done only if you - every one of you - in your house - will do your part of the job. I am not asking you to send any money to our Committee, because there is no national fund. I am asking that you give it to your local committee to be spent for the relief of your own neighbors. The business of my Committee is to make sure that every man and woman in this country knows how serious the need is, and if they do, we can be sure the need will be met.

We are bringing the call of the President to you in every way we know. You may have seen the advertisements that are appearing in the periodicals. You may have seen the posters that are on your billboards. You may have seen the news reels and special features in the motion picture theatres. You may have listened in on these nation-wide Sunday evening broadcasts. You may have been moved by the spontaneous and sensitive communications which we call cartoons. These are some

of the things we are doing on a national scale in the aid of all local communities, and this country owes a debt of gratitude to the men and to the businesses that have contributed so generously toward making the President's call heard throughout the land.

You see this year, as in the past, our charity organizations will have to take care of the people who can not work because of physical or mental disability. There will be more of them this year than ever, because their friends and relatives who, in good times, took care of their dependents, are not now able to do so. So our charities will have a greater strain than ever. You can not deduct from charities because you must give for unemployment relief. You have to add your unemployment relief to increased gifts for charity. Then, too, you must not refuse to give because there are certain lazy people who never do take care of themselves who will get some of these funds. It is unfortunate that the hobo is raised to the dignity of the unemployed, but it is far better for us that some of them shall receive too generous gifts than that one person, conscientious, willing, and able to work but unemployed, shall suffer. Let no person justify his conscience or excuse himself to his neighbors from giving to the utmost because some lazy people may get too much. If the funds are properly distributed, they will not. Those who are close to my heart and yours are the truly unemployed. They are employable and in good times are employed. They are conscientious and able and willing to work when there is work to do. They are American citizens like you and me - bone of our bone, thought of our thought, conscience of our conscience - who through the turn of this wheel of fortune find themselves out of a job, their earnings gone, their savings exhausted. They are the victims. It is that great group of American citizens who are close to my heart, and for whom I appeal tonight. They are the people who need our special care. You will not find them in bread lines or in soup kitchens, or in public lodging houses, unless extreme hunger or cold drive them there. Thousands of them will suffer in silence unless

you seek them out. They must be searched out by friendly and sympathetic hands. They must be made to understand that they are not the recipients of our charity. Their morale must not be broken by humiliating them with our gifts. We must let them know that we know they are the victims of our disorganized economic machine; that it is our duty and our pleasure, who have been more fortunate than they, to aid them as friends. We must maintain our respect for them and compel them to retain their respect for themselves. Failure to do this can be made up by no gifts of money coldly administered. A gift which sacrifices the self-respect of the man who accepts it creates a loss to America which we cannot rebuild in our time. I appeal to you as citizens, each and every one of you, to make it your business to see that no person or family of your acquaintance, or reasonably within your reach, suffers either from physical want or undue mental strain, or serious loss of self-respect, in the great emergency which confronts us. Will you answer my appeal in that?

Fortunately, neither partisan politics nor denominational religion brings any division in our ranks. These intellectual and emotional separations disappear in the face of human need. Protestants, Catholics, and Jews, Democrats, Republicans, and Socialists, employers and workers, farmers, tradesmen and financiers, masters and students, the President of the United States and the humblest citizen, must join hands in this unconquerable advance on want, disappointment and despair. The President calls you to service in the name of all the people of the United States. They are the most austere, the most powerful, the most understanding, and the most sympathetic sovereign who has ever been in the history of the world! That call of the President I repeat to you tonight. It is his call to you as an individual. Let us answer him on Thanksgiving Day by saying that the job is done. If you will promise me that, I will leave you now and say - Good Night.

From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway,
Rector 2-7600

RELEASED FOR PUBLICATION on
MONDAY NOVEMBER 2nd.

The text of WILLIAM GREEN'S address in behalf of the President's Organization on Unemployment Relief, delivered over the National Broadcasting and the Columbia Broadcasting systems last evening, (Sunday November 1st) follows:-

Unemployment is the most vital and most acute problem of the Nation today. The call of the moment is for service and action. The seriousness of the situation has already made a tremendous appeal to all those who are fully informed regarding the effect it has made upon our social and economic life. The conscience of those who are unmindful of its distressing consequences must be aroused so that everything it is possible to do may be done in alleviating distress and suffering during the coming winter.

Our social structure requires employment for the masses of the people if they are to have food, clothing and the necessities of life. There is a balance between employment and social well-being. We cannot have a contented, happy social state where large groups of men, women and children suffer because they lack an opportunity to earn a living. Employment and the opportunity to work make for happiness and national well-being while enforced idleness, with its resultant poverty and human misery, makes for social unrest, crime, and national deterioration. An appreciation of these facts will immediately lead one to appraise the seriousness of the existing situation created by widespread unemployment.

No one can escape responsibility in the existing emergency. The obligation to help and serve rests upon all. Our individual and collective duty is clear and plain. We must all respond to the call for community and national service and we must render that service in an unselfish and devoted way.

The demoralizing and destructive effects of the prevailing unemployment situation are reflected in all lines of industrial, social and economic activities.

We are being taught that our financial structure, its safety and permanency are seriously menaced when long continued periods of unemployment prevail. The cause of unemployment may be found deeply imbedded in our dislocated economic system but the effect of unemployment is found in impaired business, in financial losses, in the sacrifice of educational opportunities, in the retrenchment which follows from a lower standard of living and in the human degradation which is apparent in community and civic life.

No one suffers alone when unemployment lays its blighting hand upon the Nation. Hunger and distress is endured by many and disease and malnutrition follow. This, of course, is the most acute and distressing effect of unemployment. This is the most costly and distressing consequence which follows. Closely associated with this are the material losses which are evident on every hand. The spiritual losses cannot be measured nor can the destruction of human values be adequately appraised.

Unemployment can be dealt with through the application of two methods: first, through the creation of work opportunities, and second, through the expenditure of money for relief purposes. The most practical and constructive way, the one which will bring the greatest degree of satisfaction, is the creation of work opportunities. Working men and women wish to buy food and clothing and to secure the necessities of life with money earned by them.

Working men and women in the United States demand the exercise of the right to earn their living. They wish to eat bread bought with money earned rather than to eat bread bought with money bestowed. They protest against the surrender of their pride and that feeling of satisfaction which comes through the enjoyment of material things gained through personal service. They value independence and they shun paternalistic care and shrink from even the thought of its demoralizing consequences.

It is for these reasons that Labor emphasizes the demand which it has repeatedly made - the exercise of the right to work. It is upon this premise that

Labor calls upon committees, organized throughout the State and the Nation, to concentrate their efforts upon plans and programs providing for an increase in the opportunities to secure employment. Labor is confident that this objective can be very largely realized. Not only can employment opportunities be increased but the amount of work available can be more equitably divided and as a result the slack of unemployment can be largely taken up. The number of days worked per week and the number of hours worked per day can be reduced to the point where millions more working men and women can be employed.

Child labor, an evil which unfortunately prevails during periods of prosperity, becomes a more aggravated problem when unemployment prevails. Reprehensible as it always is, it becomes increasingly so when the heads of families with children dependent upon them are deprived of an opportunity to earn a decent living because these child victims of industry and agriculture are employed long hours at low wages. The proposal to create work opportunities involves the development of personal morale, the maintenance of self respect, and the preservation of human values. The barrier of fear which has been erected in the minds of the masses of the people will be removed if work security is assured and opportunities for work are created. All classes of people know that there will be no return to normal conditions until buying becomes more active and this can only take place when the buying power of the masses of the people is more fully and completely exercised. We can restore the buying power of the people through work assurance, through the creation of work opportunities and through the development of an optimistic and hopeful state of mind.

Because we are facing the third winter of unemployment and because the situation is acute, relief must be provided for those who are in need and for those who, through force of circumstances, must be cared for. All our social, community and national agencies must be utilized in the creation and distribution of relief

to those in every community who are in distress and who are in need.

Our rich and bounteous Nation will be everlastingly disgraced if we permit men, women and children to suffer from hunger and want during the coming winter. Churches, schools, labor organizations, welfare organizations, fraternal societies, community and civic committees, along with the States and the Nation, must have the opportunity to serve and must respond in a whole-hearted way. The agencies which have been set up in the different communities can serve as instrumentalities through which relief can be distributed. They offer their services at this time. They are willing to serve consequently they must be fully supported and adequately supplied with funds with which to carry on their work.

The cries of distress which come from homes where suffering prevails because of unemployment must be heard by the Nation. The response must be universal and adequate. Let the agencies which have been created for the purpose of relieving human distress and suffering be given the full support of all classes of the American people.

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From the
Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION ON
SUNDAY, NOV. 8

Note to Editors:

This story deals with the nation-wide activities of the President's Organization on Unemployment Relief and the Committee on Mobilization of Relief Resources. It does not bear otherwise on local community projects.

Publication of this announcement will be of especial service to the President's Organization.

Forty organized campaigns will open this week in cities and towns of twenty-one states for the raising of emergency welfare and relief funds under the President's Organization on Unemployment Relief. Three of these campaigns will be of the first magnitude, and the combined goals of the forty will be \$28,933,000.

Philadelphia sets out to raise \$9,000,000, Pittsburgh's goal is \$5,931,000 and that in St. Louis is \$3,000,000. Including the \$28,641,600 aggregate previously announced and the \$12,000,000 being sought by New York the grand total has been raised to \$69,574,600. Twenty-seven campaigns will be continued this week, and the whole number so far inaugurated is 125.

Reports already made to Walter S. Gifford, director of the President's Organization, and Owen D. Young, chairman of the Committee on Mobilization of Relief Resources, by the Association of Community Chests and Councils show that thirty-two of the communities where the money raising is over have provided \$7,393,173 for their needs. This is an increase of 12.8 per cent. over last year. Their aggregate goals were more than met.

A population of 7,432,500 is represented by the forty communities launching their campaigns. They are Philadelphia, St. Louis, Pittsburgh, New Orleans, Newark, N.J.; Denver, Dallas, Oklahoma City, Richmond, Va.; Hartford, Conn.; New Haven, Flint, Mich.; Bridgeport, Des Moines, Long Beach, Calif.; Wichita, Kan.; Peoria, Charlotte, N.C.; Omaha, Springfield, O.; Hammond, Ind.; Holyoke, James-

town, N.Y.; Amarillo, Texas, Cranston, R.I.; Hazleton, Pa.; New Brunswick, Steubenville, O.; Watertown, N.Y.; Fargo, Mishawaka, Ind.; Washington, Pa.; Clinton, Ia.; Morristown, N.J.; Greeley, Colo.; Albert Lea, Minn.; Monterey, Cal.; Bound Brook, N.J.; Danville, Ky., and Northfield, Minn.

The third of the great radio entertainments arranged by Mr. Young's Committee will mark the opening of this most important week of the campaign period. The programs ~~already~~ heard have surpassed in popularity any of the kind ever given, and that which will be heard tonight from 10:45 P.M. to midnight, Eastern Standard Time, embraces an even more distinctive group, with Gen. John J. Pershing and Col. Charles A. Lindbergh as the principal speakers.

Nearly 200 stations of the Columbia and National broadcasting systems will carry the program. It will be as follows:

Walter Damrosch and orchestra, in the finale from Beethoven's Fifth Symphony.

Mrs. Kathleen Norris, speaking from San Francisco.

Dennis King, chorus and orchestra, in the Song of the Vagabonds from "The Vagabond King."

Mr. Gifford, introducing Gen. Pershing.

Geraldine Farrar, in Connais tu le Pays, from "Mignon, by Thomas; Serenata, by Tosti, and Believe Me If All Those Endearing Young Charms.

Irvin S. Cobb

Mr. Damrosch and string orchestra, in Spring, by Grieg.

The Cathedral Choir, in Panis Angelicus, by Cesar Franck.

Mary Pickford.

John Charles Thomas, singing from New Orleans, in I Love Life, by Mana Zucca, and Home on the Range, by Guion.

Col. Lindbergh.

Paul Kochanski, in Flight, his own composition for violin.

Mr. Damrosch and orchestra, in the Magic Fire Music from the Valkyrie

From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway,
Rector 2-7600

Released for Publication

MONDAY, NOVEMBER 9th.

[1931]

The text of Mrs. Kathleen Norris's address in behalf of the President's Organization on Unemployment Relief, delivered over the National and Columbia Broadcasting Systems last evening (Sunday, November 8th) follows:-

All this talk of hard times and depression and unemployment seems to be threatening us with a pretty sober Christmas this year. You see I say talk there because so much of it is just that and that is why my one suggestion to you in the few minutes I have tonight is about this depressing and exaggerated attitude of fear so many of us have slipped into. When I was a little girl it used to be considered to be bad form to talk poor, as they called it and persons of character and courage kept their apprehensions to themselves. In Colonial Days, - war times, - times of pioneering and famine and epidemics, our mothers kept up their hearts and the hearts of their husbands and children with cheerfulness and confidence in the home circle. Have we women forgotten that that was the way they built America?

Any man who comes home to a subdued, nervous blue, fearful, apprehensive woman, who is frightened at everything she hears and afraid to buy groceries and willing to let the sewing machine and the victrola go rather than meet her obligations on them, may be very sure that she is making a wretched, penniless, scared old age for him and for herself. But if the woman of the family is serene, brave, philosophical, able to adapt herself to certain changes and sacrifices, then that family is going to emerge from the great panic of 1929 all the richer and stronger for the scare.

If you know anything about national business you are going to be justified in being cheerful from now on. The conditions that created the panic are over; now it only remains to destroy its effects. Everyone in authority says this, beginning with the President himself, and the sooner you extract your family from the general gloom and terror, the sooner you're going to help others do so.

Look back at your life, you who are letting these bugaboos scare you. Look back at the things we did when we were young; the chances we took, friendless

and penniless and ignorant, and the fun we had doing it. We were always eating in queer little places; living in queer little places; scrambling along from day to day and perfectly happy and confident all the while. Where's our courage gone to?

Years ago a gas pocket burst and caught fire and they had a terrible time extinguishing it. Finally it was reduced to one great plume of flame way up on the top of a column of gas. They couldn't close off the gas and they couldn't get up to the fire. It burned on and on until finally someone had the bright idea of blowing it to pieces with dynamite, which was done.

Now here is a Christmas idea that might do exactly that same thing with this widespread fire of fear and depression. I got it from two girls, poor girls, who were sitting near me in a train the other day. They said that out of their salaries they were going to give twenty extra presents this year, twenty apiece to persons they didn't usually remember, just to jolly things up. They said that would mean forty lengths of ribbon, forty cards, forty wrapping papers and forty gifts. They said most of them would be either home-made or estimated at a rate of about ten cents a present, but nevertheless they were going to do that, for their bit.

I told them I was going to be talking to a million American men and women tonight and that out of that audience I was going to ask half a million to join these girls in an effort to blow out the flame of our hard times now that the danger is over. Half a million, that means ten million gifts, little and big. I ask you who believe in America and her great and prosperous future tonight, you who like myself, have seen other bad times and have seen us emerge from them richer and more powerful than ever, with stocks up and business booming and shops crowded and new homes multiplying on every side - I ask you to make your lists tonight for those twenty extra gifts. Even if it's only a postcard, a receipted milk-bill, a good Christmas dinner, take care of your twenty. Put fear out of your hearts and instead of dreading possible troubles that never will come, count up your blessings

tonight.

Just how many factories those twenty times a half million gifts would re-open, just how many workmen they would put back at work, just how many shops and stores and restaurants would profit by the incoming flood of business, we cannot calculate, but work it out for yourself.

Just one little slip in the solar system and there wouldn't be any more world. But while we are living and can help and cheer and serve and love each other, let's make one great concerted effort to achieve something of that perfect love, this Christmas, that casteth out fear.

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From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway,
Rector 2-7600

RELEASED FOR PUBLICATION on
MONDAY, November 9th.

[1931]

The text of GENERAL JOHN J. PERSHING'S address in behalf of the President's Organization on Unemployment Relief, delivered over the National Broadcasting and the Columbia Broadcasting systems last evening, (Sunday November 8th) follows:

In the course of a long and active life, it has been my lot to see America meet and surmount not one but a number of crises that at various times have threatened our economic structure, our social fabric, and even our national existence. Only slightly more than a decade ago we were confronted with one of the greatest of these crises. We are today again on the battlefield, this time contending against one of the saddest and most desperate of depressions. In some respects its tragedy surpasses that of the wartime battlefield. There soldiers fall in the heat of action, in the accomplishment of high and lofty purpose. Today millions of honest, hard-working people are fighting idleness and want through no fault of their own and are losing out. They need backing as did the Allies in 1917. They know how to work. They are desperately anxious to work. Yet against their wishes they are deprived of any chance to gain a livelihood. You know who they are. They are your own neighbors, your own friends. You will find among them men who work with their hands and men who work with their brains - executives, white collar men, and laborers. There are women among them, too. Dependent upon these men and women are little children whose bodies are being denied normal development, whose minds are being neglected, and whose whole futures are at stake. These fellow citizens of ours are face to face with extreme privation. Unless we act quickly their suffering from cold and hunger will be pitiful; they will lose their courage and their pride in themselves; and, worse than all, they will lose their confidence in America and become the prey of devastating theories. If we do not act at once, this winter will bring a numbing calamity that will grip the economic and political vitals of our country for a generation. But we will act. We are Americans.

You ask, how are we to go about this task of relief? There is only one American way. Our system of government is founded upon the obligation of each

citizen to the welfare of all other citizens. This government did not come into existence ready made. It was developed by a process of steady, sturdy growth. Our forefathers came to America and began as individuals. For security and for the promotion of the common good they banded themselves together into communities. These communities in turn became united into colonies and states. And, finally, the states created the nation. The authority of municipal, state, and national governments springs entirely from the people. They are the motive force behind all our activities. They are the real power in this country and it is upon them, in their own communities, that the country must rely in the present emergency. The relief of the existing situation is a new test of principles of individual responsibility to the community; it is a test of the ability and the will of the people to understand and fulfil their obligations.

Your local committees, inspired by the high sense of duty of the men and women behind them, can assemble and administer aid more efficiently and more intelligently than any other agency. What you give in this crisis is spent at home; it goes to your neighbor; to people you know and esteem. You have literally become your brother's keeper, both in a material and in a spiritual sense. It should be a matter of honor and pride to every community to care for its own. You cannot enjoy the comforts of your own homes while the family next door goes hungry. Your clothes may warm your bodies against the cold, but what will warm your hearts if, through lack of generosity, you know your fellow man has nothing to defend himself against winter's blasts? Each citizen, high and low, must weigh thoughtfully and prayerfully the obligation he owes to the community in which he lives. Can you hold your heads high as Americans if there be among you one single person who freezes, starves, or is humiliated by want? I cannot hear your response, but I know what it will be. That answer will be registered this winter in generous relief chests and in an America which may know hardship but which we shall have raised above the reach of poverty or despair.

In giving you do more than bind up the wounds of those stricken on an economic battlefield. You are doing more than staying human suffering and degeneration, more than stopping casualties in the army of the unemployed. Rather are you striking telling blows toward gaining the final victory of manhood and good citizenship. We shall not conquer this depression by laws or theories or good wishes. All of these will be necessary, but they will avail nothing without courageous and generous hearts. You may think that you are giving dollars to the needy. You may visualize your gift as food or clothing or shelter. But what you are really giving is the will to conquer, to surmount obstacles, to wring victory from defeat. And as you give this courage to others, by the same token you build it up within yourselves. You are filling a great reservoir of moral force which, when released, will overcome the gloom of depression that so deeply enshrouds us.

If tomorrow America should call for men to die for her, as she did in the World War, millions would volunteer. But this call is not for sacrifice of life; it is to give life. You are summoned to live like Americans and to see that your neighbors live like Americans - strong and unafraid. You cannot afford to fail. You will not fail. You will give and give freely. You will go forward in pride and self-respect to victory, again to see our people enjoy prosperity, comfort and happiness.

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From the Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway,
Rector-2-7600

RELEASED FOR PUBLICATION

MONDAY NOVEMBER 9th.

[1931]

The text of MARY PICKFORD'S address in behalf of the President's Organization on Unemployment Relief, delivered over the Nation's Broadcasting and Columbia Broadcasting systems last evening, (Sunday November 8th) follows:-

I come to you with a story and a picture.

An electrician and a painter, whom I knew, began on the sets a friendship that extended to their homes and families. When the studio laid off some people last spring the painter was among them. None of the rest of us knew just how hard it was for him. He said nothing about his wife who was sick or one of his daughters who had never been very well. He just picked up the tools of his trade and walked off the lot.

But the electrician knew. He and his wife talked it over.

"We can't give them money", the wife said. "They are too sensitive. Why not have Barney paint our house?"

That is what they did. Some of the neighbors saw the pleasant result, and learned the reason, and that community, with coats of paint, grew in property values and self-respect.

In the unemployment emergency that faces the nation, we must all move quickly to help our own neighbors and to preserve our own self respect. Believe me, what we do for others in these crises of life comes back to us not a hundred-fold but a thousand.

This disaster that has struck America is more sudden, more damaging and more complete than the wreckage of famine, fire and flood that caused us in other years to ship our food and gold in gifts to Europe and Asia.

The brains of the nation, we hope, will lead us to a safer economic basis where this disaster will not happen again, but in the meantime we must care for these millions of friends and neighbors who, through no fault of their own, are facing the winter without funds, without employment and, if we fail them, without

hope. The pressure of our neighbor's need is an obligation we cannot delegate.

Can we rest comfortably in our warm beds tonight knowing there are those without shelter? Can we enjoy our breakfast tomorrow morning knowing there are those who are starving? Can we ignore the outstretched arms of men, women and little children, unconsciously asking our help? These are not begging arms. They do not mean to appeal. They are raised in desperation. They sink, before my eyes and yours. This is the picture I want you to see. The arms of hundreds of thousands, yes, millions of American children held out to you.

I have learned from my own contacts that people are not cold hearted; they are sympathetic, warm hearted. When someone is hurt in the studio, and we see it, three or four times as much is subscribed as is asked for.

But we are thoughtless and sometimes when we do not actually see, we procrastinate. I know I do. That is why I want you to see with me those millions of outstretched arms. Won't you talk this over among yourselves - in your own home - tonight - and decide to do -- now -- your very utmost for those in your community who so desperately need your help?

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From the Committee on Mobilization of
Relief Resources
Room 2561-A 120 Broadway
Rector 2-7600

RELEASED FOR PUBLICATION on
MONDAY NOVEMBER 9th

The text of Colonel Charles A. Lindbergh's address in behalf of the President's Organization on Unemployment Relief, delivered over the National Broadcasting and the Columbia Broadcasting Systems last evening, (Sunday November 8th) follows:-

Heretofore you have listened to men who have spoken of unemployment with a personal knowledge gained from long experience in administration of government and industry. The question might well be raised now as to the right of an individual, who has devoted most of his time to the technical phases of aviation, to speak on the problem of unemployment. However, the situation which confronts this country today is so serious that there is no branch of industry and no individual which it does not affect.

There have been other depressions in the United States in the past. We have always emerged from them and made use of the adjustments they necessitated to build a stronger system of government than had previously existed. We have established what is in many ways the highest standard of living in the world. In doing so we have developed machinery and industrial efficiency to a point where it has become possible for the average man to find time and means to make more of life than ever in the past.

We find ourselves today, however, in a position where our economic situation has fallen behind industrial development. We have an overproduction of food and manufactured products together with unemployment and lack of purchasing power. In short we have both the luxuries of life and time to make use of them without the system which permits necessary distribution. We are passing thru another period of adjustment. When we emerge it must again be on a foundation stronger than before. A system must be developed in which science and production methods will contribute to individual welfare instead of unemployment. We must strike a balance where the a-

bundance of labor and material which now exists can be properly distributed. When this is accomplished we will be in an even better position than during the past period of prosperity. Until it is done the system we have established is under test. Whether we progress to new standards or fall back to old depends upon our individual ability to assist and cooperate in the emergency we now face.

We have in this country all that is necessary for the welfare of every individual. We can and no doubt will survive the present crisis. Our great test is how we emerge. Our future depends today on individual recognition of responsibility.

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From the
Committee on Mobilization of
Relief Resources
Room 2561-A, 120 Broadway
Hector 2-7600

RELEASED FOR PUBLICATION
ON TUESDAY, NOV. 10

Preceded, as a curtain raiser, by a national broadcast that will marshal the stars of the studios of Hollywood and the East, National Motion Picture Week, Nov. 18-25, is well organized, according to notice given yesterday (Monday) to Owen D. Young, chairman of the Committee on Mobilization of Relief Resources, by the Motion Picture Organization to Aid Unemployment Relief, of which Will H. Hays is chairman. During this week, according to the plan earlier submitted by Mr. Hays, for his industry, to Mr. Young, and accepted by the latter, every motion picture theater in the United States has been asked to give at least one benefit performance, the entire proceeds to go to local unemployment agencies, the money to be used in the cities where raised.

The National Motion Picture Week Parade of Stars, with S. L. Rothafel (Roxy) staging it, will go on the air from 10:45 to 11:45 P.M., Eastern Standard Time, Sunday night next over the combined networks of the National Broadcasting Company and the Columbia Broadcasting System. Mr. Rothafel has received offers of services from virtually every star in the motion picture industry, and will use as many as the hour permits. Half the program will be broadcast from the East and half from Hollywood. The broadcast time has been donated by the respective chains.

Howard Dietz, co-author of Bandwagon and other Broadway hits, is compiling and editing the continuity for the hour, which will mass, it is said, more musical, acting and speaking talent than has ever appeared on the air in a similar time. In the East a great symphony orchestra, with Erno Rappee directing, will play, and the music from the Hollywood end will be by a combined orchestra from all the studios.

Mr. Hays will speak from Hollywood.

Other plans for the thousands of benefit shows that will be given throughout

the country during National Motion Picture Week indicate the earnestness with which all elements in the motion picture industry have offered their time and services. The producing and distributing companies will forego all revenue from the special showings. The Eastman Kodak Company and the DuPont Film Company have donated 1,000,000 feet of film prints of a special advance trailer starring Eddie Cantor, and the Consolidated Film Industries Laboratories have made the prints free.

The first 6,000,000 of the vast quantity of tickets needed have been printed and distributed free by fifteen leading ticket companies. Twenty thousand press books have been printed and distributed to exhibitors without charge. Banners, advertising cuts, posters and billboard displays, running into the thousands, have been likewise donated. National labor leaders have asked local unions to permit their members to operate the booths without pay.

"Patrons may be assured," said the report to Mr. Young, "that every cent spent for tickets to these performances will find its way intact into relief treasuries. The real thanks of the local communities should go to the theater owners, who will suffer a substantial diminution of their regular patronage during National Motion Picture Week in order to swell the benefit audiences."

The Mobilization Committee stressed the importance of cooperation by local relief agencies in disposing of tickets to the benefits.

While the direct supervision of the Parade of Stars on the air Sunday night will be in the hands of Roxy, he is working in cooperation with two committees--one in the East comprising M. H. Aylesworth, John Royal and John W. Elwood, of the National Broadcasting Company; William S. Paley and Lawrence Lowman, of the Columbia Broadcasting System, and James Turner of RKO; and one on the West Coast composed of Fred W. Beetsen, vice-president of the Motion Picture Producers Association; Don Lee, representing Columbia, and Earl C. Anthony, representing National.

Serving as vice-chairmen with Chairman Hays in the national organization

are M. A. Lightman, president of the Motion Picture Theater Owners of America,
and Abram F. Myers, president of the Allied States Association of Motion Picture
Exhibitors.

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