

## Objectives

- Analyze the impact Franklin D. Roosevelt had on the American people after becoming President.
- Describe the programs that were part of the first New Deal and their immediate impact.
- Identify critical responses to the New Deal.



## Terms and People

- **Franklin D. Roosevelt** – American President elected at the height of the Great Depression
- **Eleanor Roosevelt** – FDR's wife and First Lady; known for her active role in the administration
- **New Deal** – programs and legislation enacted by FDR during the Great Depression to promote economic recovery
- **fireside chat** – informal radio broadcast in which FDR communicated with the American people
- **FDIC** – Federal Deposit Insurance Corporation; government agency that insures bank deposits

## Terms and People (continued)

- **TVA** – Tennessee Valley Authority; government agency that built dams in the Tennessee River valley to control floods and generate electric power
- **CCC** – Civilian Conservation Corps; government program that provided young men with jobs on environmental conservation projects
- **NRA** – National Recovery Administration; government agency that developed codes of fair competition in industry, including minimum wages and prices

## Terms and People (continued)

- **PWA** – Public Works Administration; government agency that improved the nation’s infrastructure and created millions of jobs
- **Charles Coughlin** – Roman Catholic priest who accused FDR of not doing enough to end the depression
- **Huey Long** – Louisiana Senator and New Deal critic

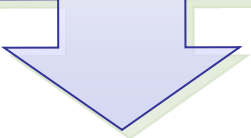


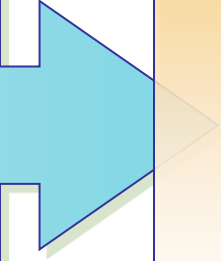
## How did the New Deal attempt to address the problems of the depression?

As poverty and homelessness gripped the country, many Americans wondered if the nation could survive the crisis.

They hoped a new leader could bring back prosperity—and their faith in democracy.

In 1932, President Hoover ran for reelection. But he had little chance of winning.



- Unemployment stood at 25%.
  - Bank failures had wiped out savings.
  - The hungry waited for food at soup kitchens.
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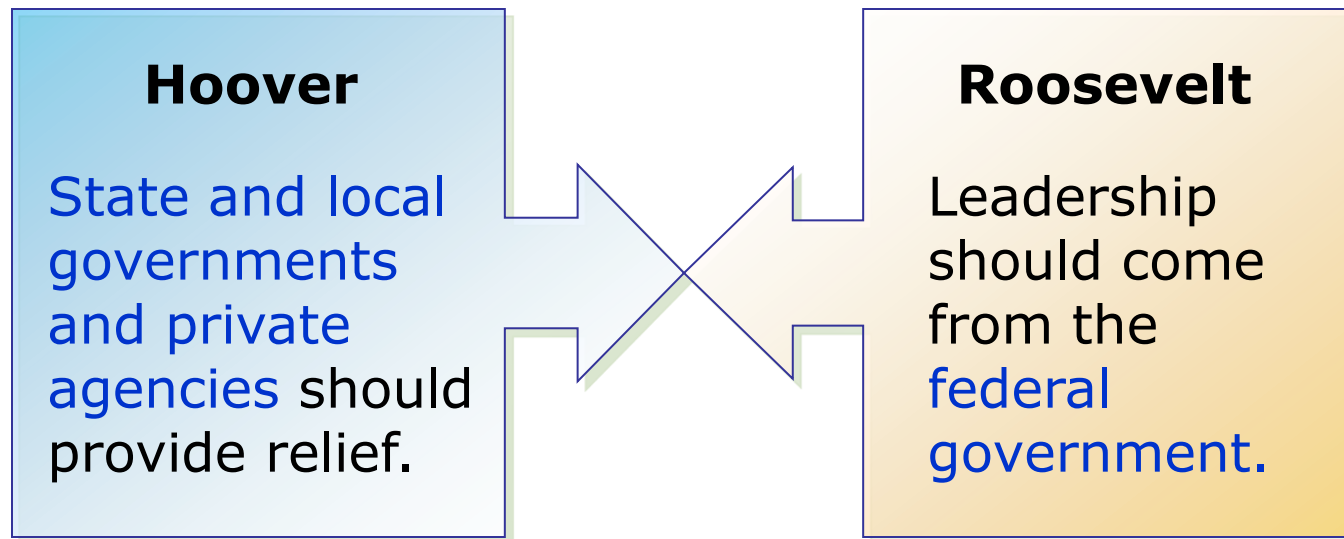
**Americans  
were ready  
for a  
change.**

## Hoover's opponent in the election was Democrat **Franklin D. Roosevelt.**



- Harvard graduate
- New York State senator
- Assistant Secretary of the Navy
- 1920 Nominee for Vice President
- Polio survivor
- Governor of New York

The two candidates offered **very different approaches** to the problems of the Great Depression.



**Roosevelt won in a landslide.**



Together with his “Brain Trust,” Roosevelt moved quickly to carry out his promise of giving Americans a **New Deal**.


During his first 100 days in office, 15 bills were passed.

First New Deal

The legislation had three goals:  
relief, recovery, and reform.

## Roosevelt began with the bank crisis.

FDR declared a four-day **bank holiday**, closing the banks so they could get their accounts in order.



In the first of many **fireside chats**, FDR explained that his actions were to **halt bank failures**.



When the banks reopened, there were no more runs on the banks.

## FDR took other steps to reform the financial system.

**Federal Deposit  
Insurance  
Corporation (FDIC)**

Insured bank deposits

Securities and  
Exchange  
Commission (SEC)

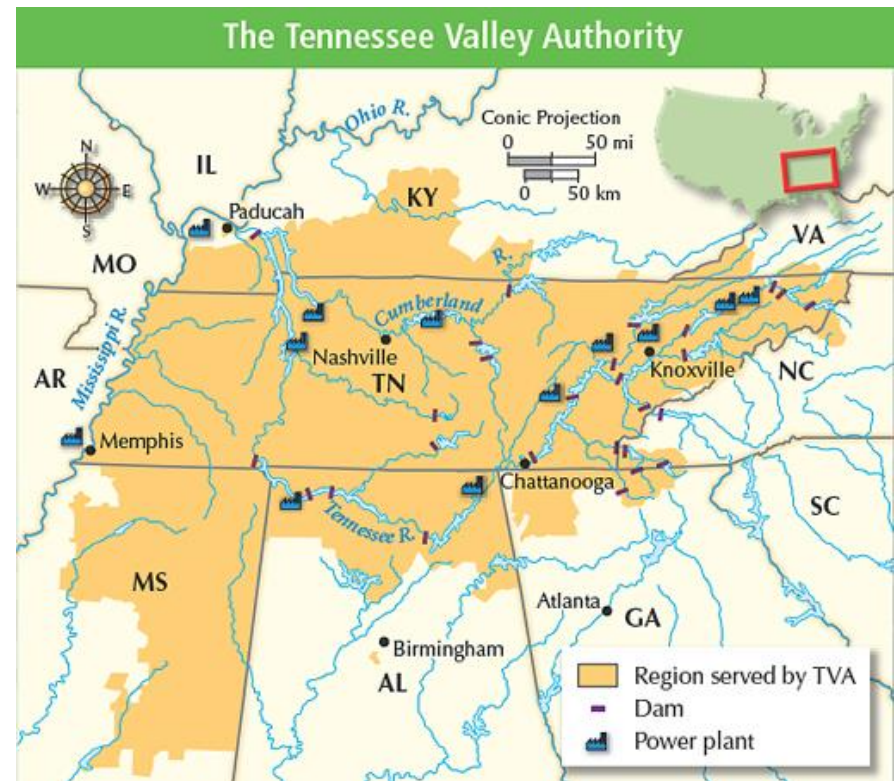
Regulated the stock  
market

Such measures **helped restore confidence** in the economy.

## Roosevelt then turned to a series of New Deal programs to bring relief to the country.

Some programs helped farmers and those in the rural South.

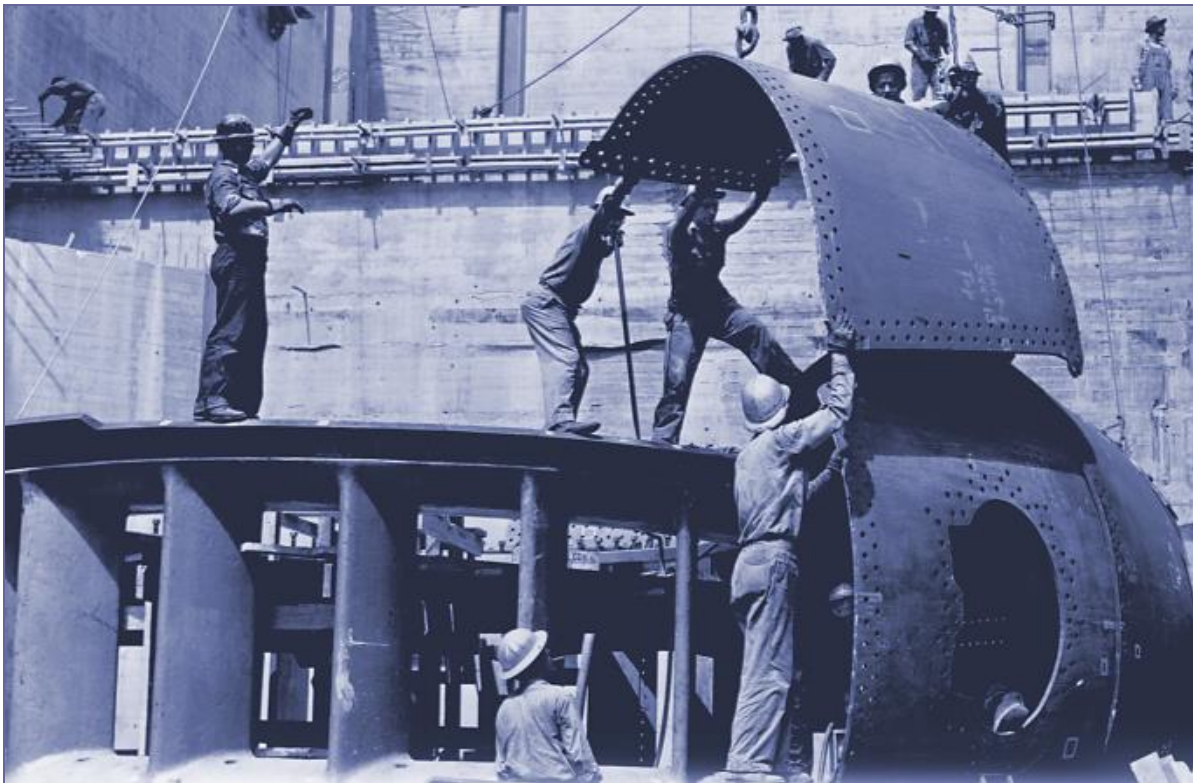
- The **AAA** sought to **end overproduction and raise crop prices.**
- The **TVA** built dams to **control floods and generate electricity.**



Many programs focused on **job relief**.

<b>Civilian Conservation Corps (CCC)</b>	Put young men to work improving national parks, forests, and wilderness areas
<b>Federal Emergency Relief Agency (FERA)</b>	Granted funds to state and local agencies to help the unemployed
<b>Civil Works Administration (CWA)</b>	Gave people jobs on public-works projects

The **Public Works Administration (PWA)** created millions of jobs.



Workers built bridges, dams, power plants, and government buildings.

These projects improved the nation's infrastructure.

**Roosevelt also took steps to speed economic recovery.**

**National  
Recovery  
Administration  
(NRA)**



- Established codes of fair competition
- Set **minimum wages** for workers and **minimum prices** for goods

**Not everyone, however, supported the New Deal.**

Conservatives charged that it was making the government too powerful.

- Destroying free enterprise
- Undermining individualism

Such critics formed the American Liberty League.



While conservatives thought the New Deal did too much, others took the opposite position.

Some argued that the New Deal did not do enough to end the depression.

- Socialist Party
- American Communist Party

**The opponents who gained the largest audience were Populist critics.**



<p>Dr. Francis Townsend</p>	<p>Proposed giving each person 60 or older \$200 a month to spend</p>
<p>Father <b>Charles Coughlin</b></p>	<p>Used his radio show to attack the New Deal, calling it communist</p>
<p>Senator <b>Huey Long</b></p>	<p>Proposed a "Share Our Wealth" program that taxed the rich and gave money to the poor</p>

**Despite the critics, the New Deal was popular with most Americans.**

In his inaugural address, Roosevelt told Americans, "the only thing we have to fear is fear itself."

FDR succeeded in reducing people's fear, but the depression was far from over.

### Achievements of the First Hundred Days

Federal Deposit Insurance Corporation (FDIC)

National Recovery Administration (NRA)

Civilian Conservation Corps (CCC)

Public Works Administration (PWA)

Agricultural Adjustment Act (AAA)

Tennessee Valley Authority (TVA)

Home Owners' Loan Corporation (HOLC)