

**ROOSEVELT'S
“SQUARE DEAL”**

**IT'S 1901, AMERICA IS A WORLD POWER
AND SOCIETY IS REFORMING**

AMERICAN JUST WON THE WAR W/ SPAIN



**AMERICA NOW HAS A WORLD-WIDE
EMPIRE OF TERRITORIES**

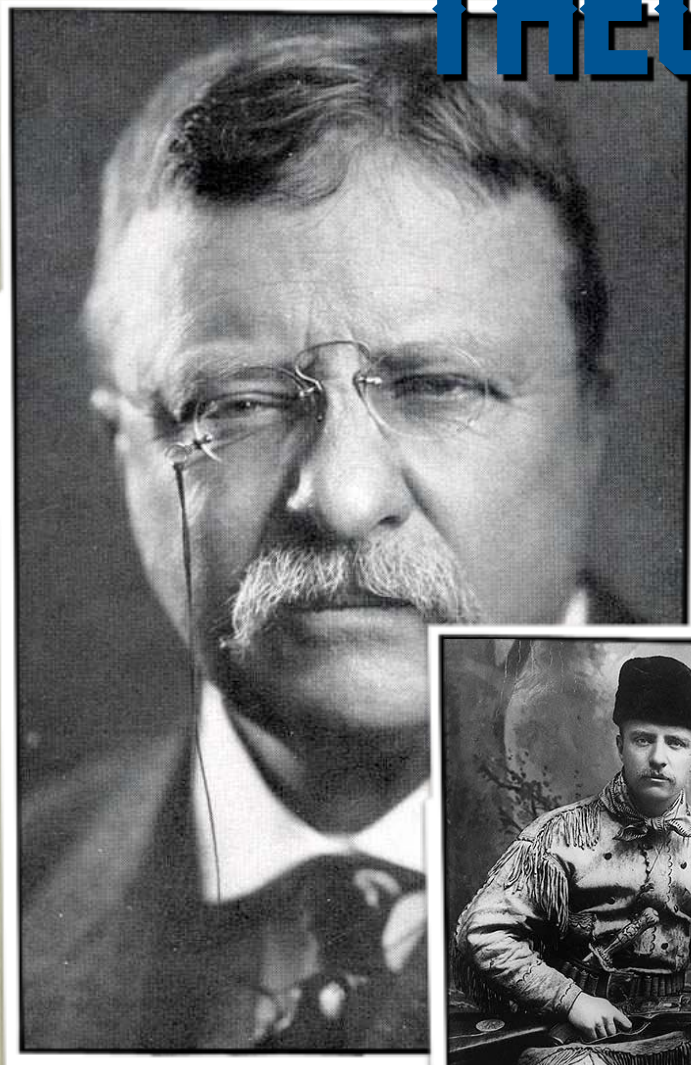


**WITH SECURITY ABROAD, ATTENTION
NOW TURNS TO REFORM AT HOME**



AND IT TOOK OFF WITH...

THEODORE ROOSEVELT

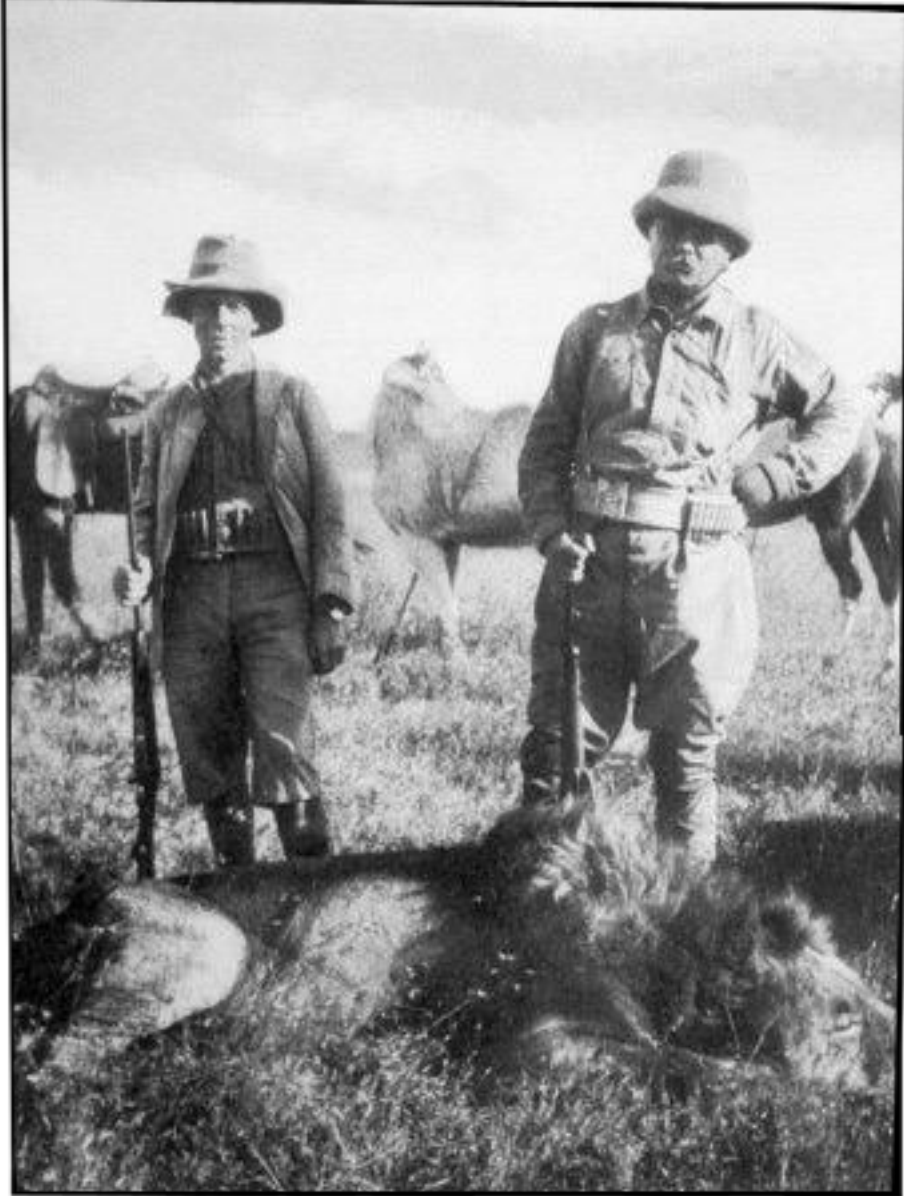


Son of a **wealthy** New York family.
TR grew up a **sick little boy**
HIS ILLNESS/FRAILITY MADE HIM EAGER TO
GROW STRONG, BE ADVENTUROUS
HE WAS A BIG GAME HUNTER, BOXER,
WRESTLER, SWIMMER (SWAM THE
POTOMAC)

His personality forged his political
persona as a **ferocious reformer**

As Governor of New York, he
fought corruption, broke up **political
machines**

HIS REPUTATION, ACTIONS EARNED HIM
POWERFUL ENEMIES, EVEN IN HIS OWN
PARTY



THE ACCIDENTAL PRESIDENT



Seeking to get him out of NY, TR's **GOP enemies** had him **nominated VP**
HE WOULD RUN ON THE PARTY TICKET
WITH **WILLIAM MCKINLEY** IN 1900

Their goal is to send him to DC and
make him **insignificant** and **powerless**
MCKINLEY/ROOSEVELT WIN IN 1900

1901 - President McKinley is
assassinated
AS VP, TR **ASCENDS TO THE PRESIDENCY**

Hoping to **end his reforms**, TR's
enemies have accidentally made him
the **most powerful man in America!**

LET'S ANALYZE
PROGRESSIVISM UNDER
TEDDY ROOSEVELT

THE FIRST “MODERN PRESIDENT”

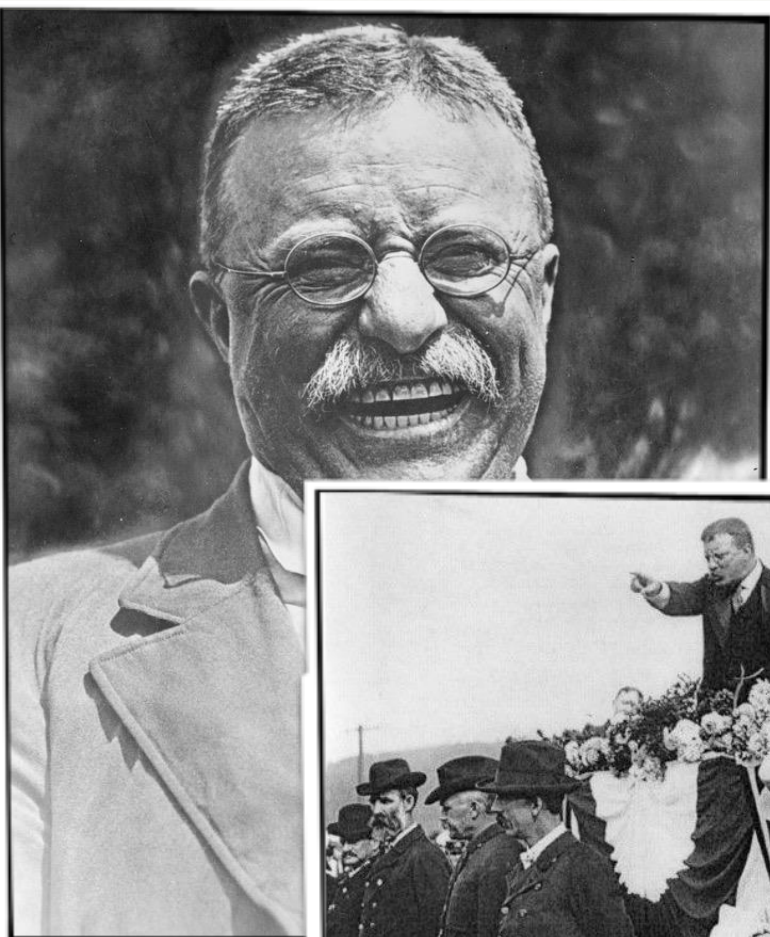
TR IMMEDIATELY THOUGHT THE POTUS A “STEWARD OF THE PEOPLE”

GOV.’S ROLE: TO STEP IN TO PROTECT THE PEOPLE’S WELFARE WHEN STATES CAN’T

He used his bold exploits, robust personality to influence media & laws

To TR, the presidency was a “bully pulpit” from which to govern
TR WAS DETERMINED TO TAKE POWER FROM RICH BUSINESSMEN AND REDISTRIBUTE IT TO THE COMMON AMERICAN

This plan was called the “**SQUARE DEAL**”



SO, WHAT'S IN THIS...

“SQUARE DEAL”?

TRUSTBUSTING



TR believed a powerful government was essential to a democracy
REGULATION IS KEY TO TR'S POLITICS

Big business was essential too, but corrupt/evil trusts hurt the people
AS STEWARD OF THE PEOPLE, GOV NEEDS TO STEP IN TO PROTECT GENERAL WELFARE

TR used the Sherman Antitrust Act to sue 44 trusts in 7 years in office
NOT ALL FIRMS WERE KILLED, BUT MANY WERE AND IT PROMOTED COMPETITION

TR became known as a "trustbuster"

LABOR &

REGULATION

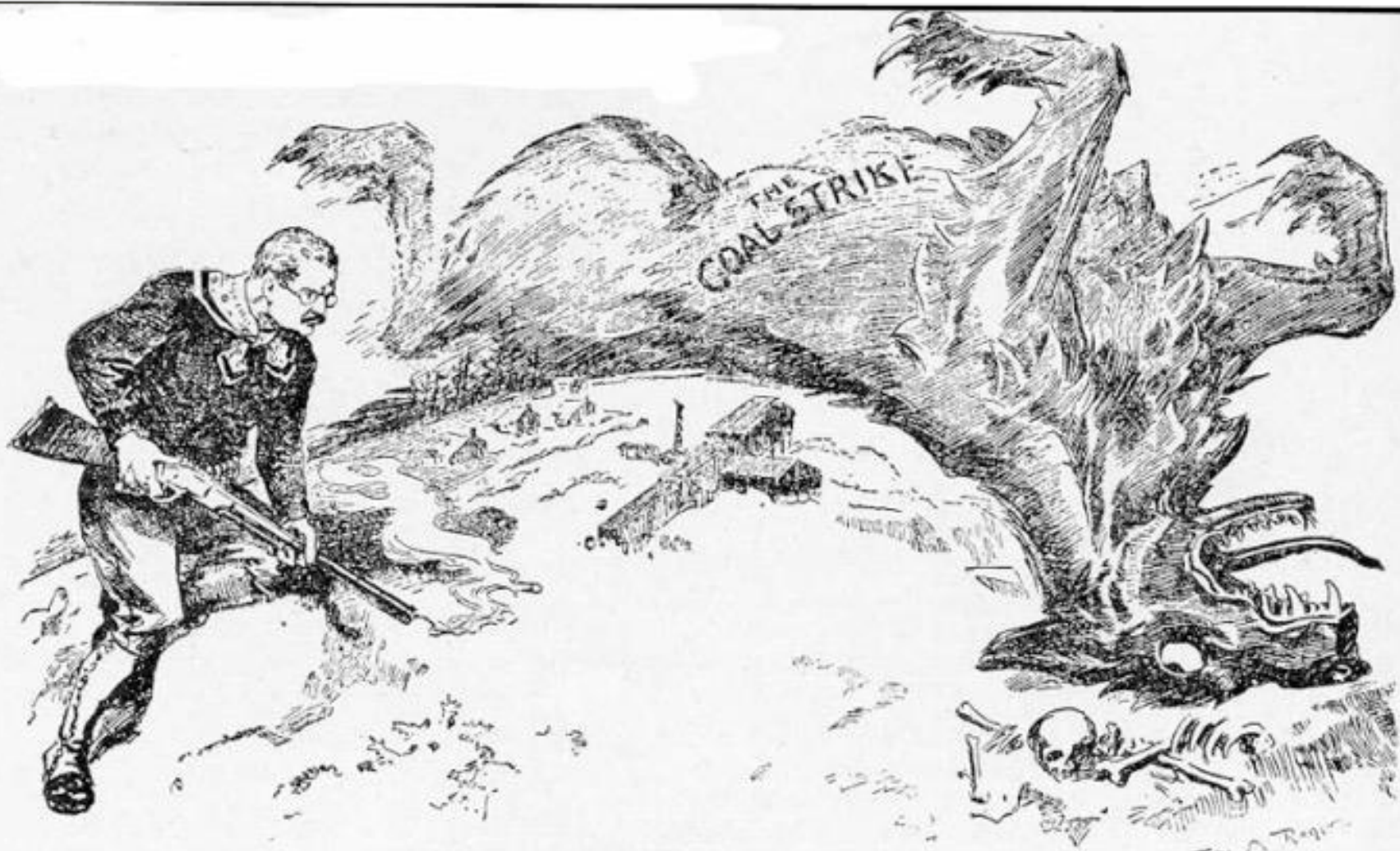


1902 - Penn. coalminers **strike** for better pay, working conditions
W/ WINTER APPROACHING, COAL RESERVES RAN LOW (LACK OF HEAT FOR AMERICANS)

W/ **citizen's welfare threatened**, TR arbitrates an end to the strike
AS STEWARD OF THE PEOPLE, GOV NEEDS TO STEP IN TO PROTECT GENERAL WELFARE

TR sets a precedent that **future POTUS** can settle labor strikes when **citizens** are directly effected

TR also empowered the Interstate Commerce Commission (ICC) to strictly **regulate abusive RxRs**



ROOSEVELT'S BIGGEST GAME

From the *Herald* (New York)

GUARDING CONSUMER HEALTH



After reading The Jungle, TR used his persona to push for change

1906 - Teddy Roosevelt signs the **Meat Inspection Act**

MANDATED STRICT CLEANLINESS IN MEAT PLANTS, SET UP MEAT INSPECTION SYSTEM

Going after abhorrent food & drug industry, TR signs the **Pure Food and Drug Act** in 1906

REQUIRED TRUTH IN LABELING, BANNED THE SALE OF CONTAMINATED FOOD AND DRUGS

Both laws are **still enacted today!**

CONSERVATIONISM



After 100 years of western migration, **AMERICAN RESOURCES** were disappearing

TR saw **CONSERVATION** of US natural resources as a primary concern
CONSERVATION IS THE PRESERVING & PROTECTING OF WILDERNESS AREAS & LAND

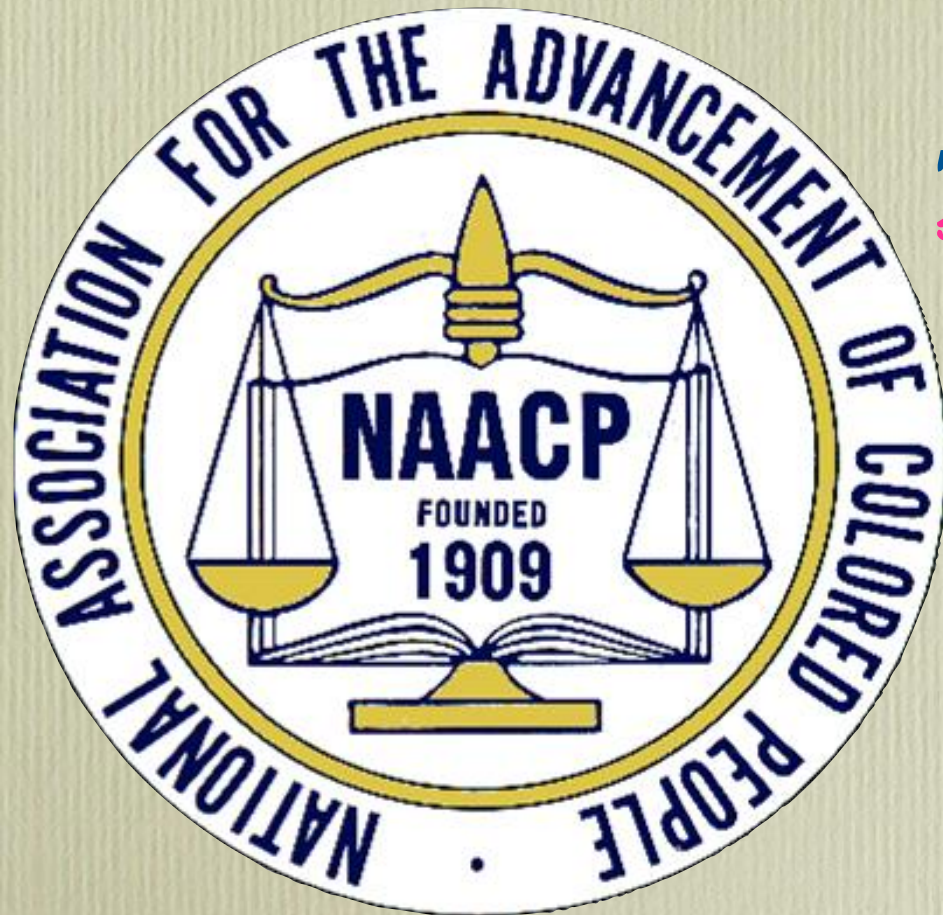
Advised by **John Muir**, TR set aside **148 MIL. ACRES** of natural forestland
HE CREATED **WILDLIFE PRESERVES**,
EMPOWERED THE **US FOREST SERVICE** TO
BAN THE SALE OF FEDERAL WILDERNESS

TR also set up the **US Geological Survey** to **EXPLORE** for resources

HOWEVER, ROOSEVELT DID FAIL IN

ONE AREA

AFRICAN AMERICAN CIVIL RIGHTS



Like most Progressives, TR was **hesitant** to promote **rights for blacks** INSTEAD OF PROMOTING THEM AS A WHOLE, HE SUPPORTED INDIVIDUAL AFRICAN AMERICANS

Despite backlash, he **appointed blacks** to **federal positions** in **South. states**

He invited **Booker T. Washington** to dine at the White House

However, his **lack of full support** led to need for **black self-representation** 1909 - **NAACP** WAS FORMED AND FOUGHT FOR NOTHING SHORT OF **TOTAL EQUALITY OF THE RACES** IN AMERICAN SOCIETY

ROOSEVELT'S

PRESIDENCY

The **IMPORTANCE** of the
SQUARE DEAL

CHANGED AMERICAN SOCIETY BY

SETTING A PRECEDENT THAT **POWERFUL GOVERNMENT**

SHOULD **REGULATE BUSINESS** ON BEHALF OF CITIZENS

EXPANDING THE **POWER AND ROLE** OF THE PRESIDENT

FOREVER IN THE **LIVES OF THE PUBLIC**

ENDING **ABUSIVE AND NEGLIGENT** CORPORATE PRACTICES

AND OFFICIALLY **ENDING THE GILDED AGE**