

"HAPPY DAYS ARE HERE AGAIN"

BY ANNETTE HANSHAW

FORWARD *with* ROOSEVELT



Vote

DEMOCRATIC



B-TWELVE SUNDAY JOURNAL AND STAR, NOVEMBER 6, 1932

RETURN THE GOVERNMENT TO THE PEOPLE!
ON NOVEMBER 8th.

Are You Ready? Are You?



WE NEED ACTION!

We have had four years of false prophecies, broken promises and blundering statesmanship.

Twelve years of reactionary policies have brought the nation to the worst crisis in its history: 11,000,000 idle laborers, 31,000,000 American people living on charity, 12,000 bank failures, thousands of idle factories, 600,000 home and farm foreclosures.

Agriculture is prostrate and on the verge of bankruptcy. Surplus food stuffs are smothering the farmer while millions of human beings are underfed or starving.

The President has proved his utter lack of capacity to restore the nation to economic health. The people have lost confidence in his leadership and will not be reassured by his baseless campaign forecasts of returning prosperity.

The battle has not been won! The fundamental cause of our distress has not been remedied! Each day of delay adds to human misery and despair!

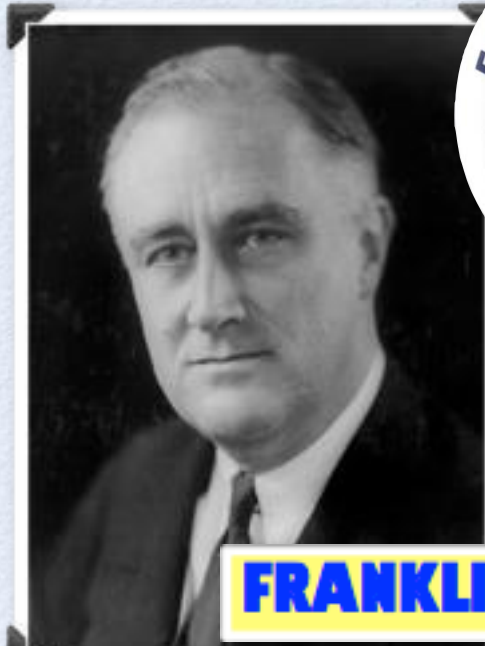
... ACTION DEMANDS CONSTRUCTIVE LEADERSHIP!
... ROOSEVELT ...



**FDR &
The “new deal”**



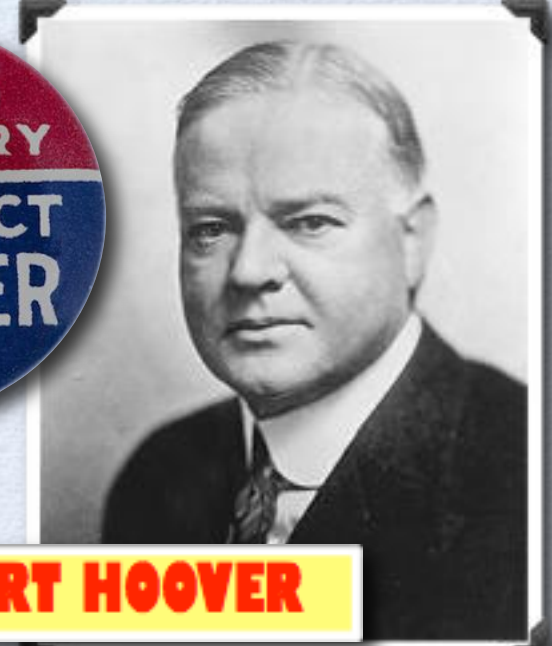
ELECTION OF 1932



FRANKLIN D. ROOSEVELT

Democrat, Governor of New York
FROM A WEALTHY AND RENOWNED FAMILY,
HE WAS A COUSIN OF THEODORE
ROOSEVELT

Popular as a reformer, FDR fought
poverty and unemployment in NY



HERBERT HOOVER

Republican, Incumbent President of
the United States
HIS APPROVAL RATING IN RUINS, HOOVER
HAD LITTLE CHANCE AT RE-ELECTION

He was blamed for worsening the
Depression, and American wanted change

ROOSEVELT IS ELECTED



ROOSEVELT'S LEGACY

THE **NEW DEAL**, **WWII LEADERSHIP**, ONE OF THE **GREATEST PRESIDENTS**

Franklin Delano Roosevelt beats Hoover by **7 MILLION** votes (**MANDATE**)

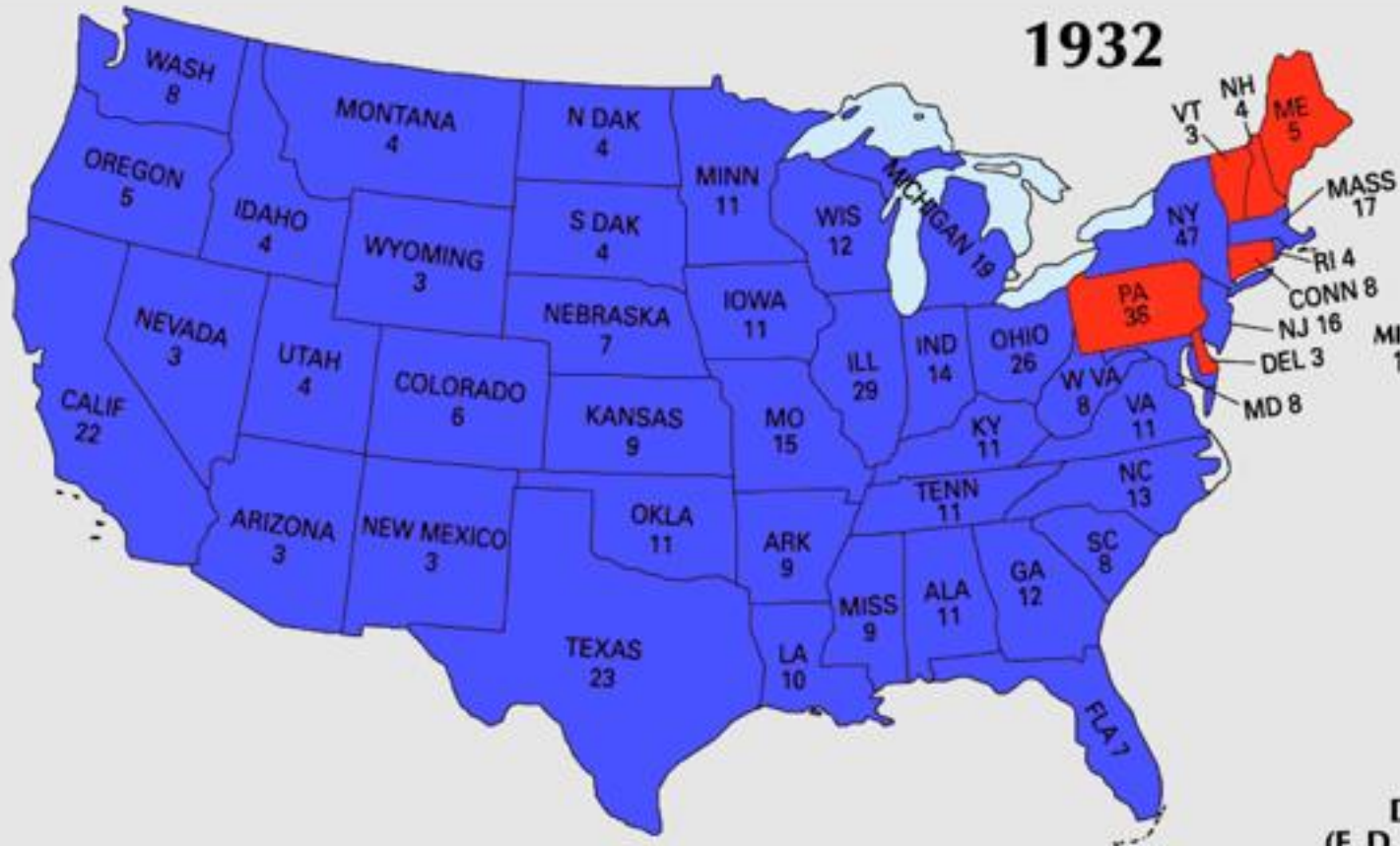
FDR's **greatest asset** was his **overwhelming optimism & confidence**
HIS **"CAN-DO" ATTITUDE** WAS EXACTLY
WHAT **AMERICANS NEEDED** AT THE TIME

FDR was extremely **charismatic** & a **master communicator** who **spoke** to **AMERICANS** as his "friends"

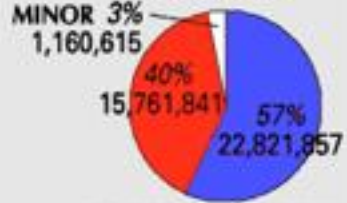


ELECTION OF 1932 RESULTS

1932



ELECTORAL VOTE TOTAL: 531



POPULAR VOTE TOTAL: 39,744,313

Democratic (F. D. Roosevelt) ■
 Republican (Hoover) ■



WAITING TO TAKE OFFICE

Before taking office, FDR began planning to fight the Depression HE CONVENED AN ELITE GROUP OF ADVISORS KNOWN AS THE "BRAIN TRUST"

FDR designed a series of policies that would become "The New Deal" "NEW DEAL" PROGRAMS WOULD COMBAT THE ECONOMIC PROBLEMS OF THE DEP. THRU PUBLIC WORKS & DIRECT RELIEF

FDR's "New Deal" had 3 goals:

RELIEF

RECOVERY

REFORM



AND THEN, ON MARCH 4 1933,

Franklin D. Roosevelt

BECOMES

PRESIDENT



THE "HUNDRED DAYS"

FRANKLIN DELANO ROOSEVELT
IMPLEMENTED **OVER 15 NEW DEAL**
PROGRAMS THAT EXPANDED THE
FEDERAL GOVERNMENT'S ROLE IN THE
NATIONAL ECONOMY OVER AN **INTENSE**
PERIOD FROM MARCH TO JUNE, 1933.





THE NEW DEAL

TAKES ON

REFORM

THE BANK HOLIDAY

ONE DAY AFTER TAKING OFFICE, FDR ORDERED A "BANK HOLIDAY", CLOSING ALL BANKS TO STOP PANICKED WITHDRAWALS

EMERGENCY BANKING RELIEF ACT

FDR AUTHORIZED THE TREASURY TO INSPECT BANKS FOR STABILITY, CLOSING BAD BANKS AND ALLOWING ONLY STRONG BANKS TO REOPEN

BANKING & FINANCE REFORM



FDR's first priority was to stabilize the banks and restore faith in the financial sector

SECURITIES AND EXCHANGES COMMISSION
THE SEC REGULATED THE STOCK MARKET AND MADE IT ILLEGAL TO RIG THE STOCK MARKET W/ INSIDER TRADING

GLASS-STEAGALL ACT
CREATED THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) WHICH INSURED ACCOUNTS \$5K AND UP & PROTECTED PEOPLE'S \$

THE BANK HOLIDAY

**SECURITIES AND
EXCHANGES COMMISSION**

**EMERGENCY BANKING
RELIEF ACT**

GLASS-STEAGALL ACT



**BANKING & FINANCE
REFORM**

WHAT WAS THE EFFECT?

CONSUMER CONFIDENCE IN THE BANKING
SYSTEM WAS **RESTORED** AND AMERICANS
BEGAN **DEPOSITING THEIR SAVINGS** BACK INTO
BANKS, MAKING **MONEY AVAILABLE** AGAIN



THE
NEW DEAL

STIMULATES

RECOVERY

STIMULATING RECOVERY

FDR launched programs to help farmers & agriculture recover

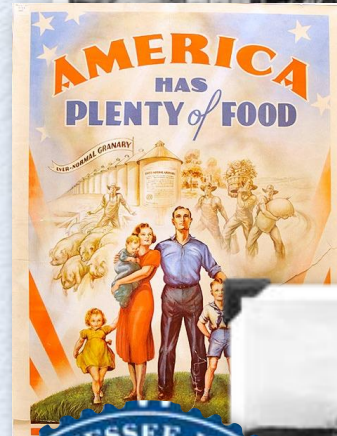
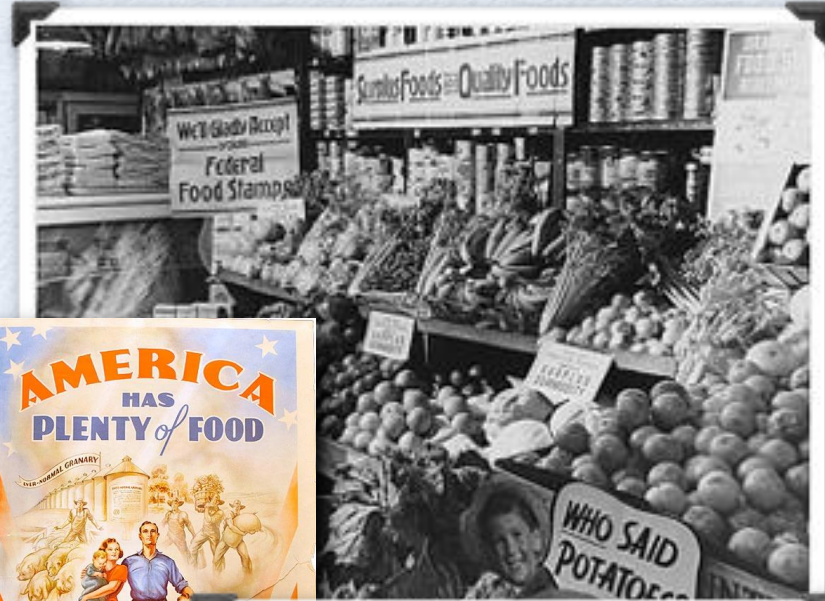
AGRICULTURAL ADJUSTMENT ACT

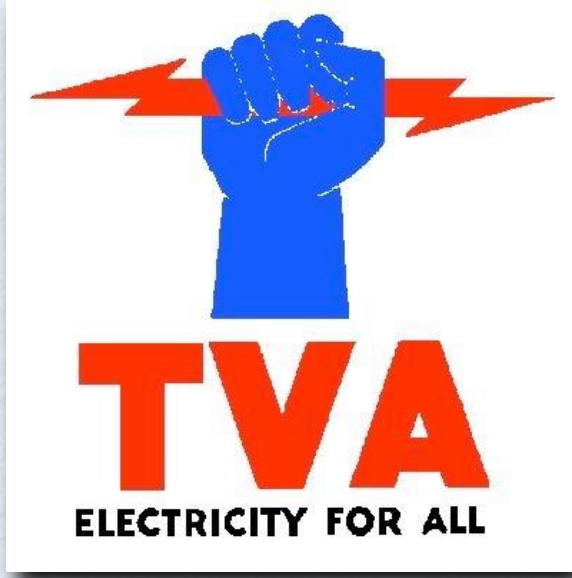
THE AAA PAID FARMERS TO LEAVE A PORTION OF THEIR FIELDS UNSEEDED

REDUCING THE SURPLUS OF CROPS WOULD RAISE PRICES, INCREASE FARMERS INCOME

TENNESSEE VALLEY AUTHORITY

THE TVA CONSTRUCTED DAMS IN THE IMPOVERISHED TENNESSEE RIVER VALLEY IT CREATED JOBS, PROVIDED FLOOD CONTROL, IRRIGATION, CHEAP ELECTRICITY







THE
NEW DEAL

PROVIDES

RELIEF

PROVIDING DIRECT RELIEF



FDR also created programs aimed at **creating jobs** thru **public works**

CIVILIAN CONSERVATION CORPS.

THE **CCC** GAVE JOBS TO YOUNG MEN

18-25, BUILDING **ROADS & PUBLIC**

PARKS

WAGES WERE SENT HOME TO FAMILIES &

WORKERS WERE FED, HOUSED IN CAMPS

PUBLIC WORKS ADMINISTRATION

THE **PWA** GAVE \$ TO STATES FOR JOBS

TO CONSTRUCT **SCHOOLS, PUBLIC**

BUILDINGS

CIVIL WORKS ADMINISTRATION

THE **CWA** CREATED 4 MILLION JOBS IN

CONSTRUCTION & SCHOOL TEACHER JOBS

A YOUNG MAN'S OPPORTUNITY



FOR WORK PLAY STUDY & HEALTH



APPLICATIONS TAKEN BY
ILLINOIS EMERGENCY RELIEF COMMISSION
ILLINOIS SELECTING AGENCY

MADE BY ILLINOIS WPA ART PROJECT CHICAGO



ERANDO in
ILDERS
NGTONDC

P.W.A.
FEDERAL WORKS AGENCY
PUBLIC WORKS ADMINISTRATION
RECORDED BY DISTRICT CLERK
PROJECT 104 87 1004



LOCAL PROJECT
BY
C.W.A.
GRADING
WASHINGTON RIVER SCHOOL
FIELD



**WHILE THESE PROGRAMS HELPED,
FDR PROVIDED ADDITIONAL AID**

**The POOR and needy REQUIRED
DIRECT RELIEF**



**The nation's INDUSTRIES needed TO BE
REFORMED TO PROMOTE GROWTH**



**HOMEOWNERS WHO WERE BURIED IN DEBT
needed ASSISTANCE**

WHICH LEADS TO...



MORE OF THE **NEW DEAL**

RELIEF **RECOVERY** **REFORM**

RELIEF

FEDERAL EMERGENCY RELIEF ADMINISTRATION

FERA GRANTED \$500M IN FOOD, CLOTHES, SHELTER, AND WORK PROGRAMS FOR UNEMPLOYED, SICK, AND AGED

HOME OWNERS LOAN CORPORATION

HOLC PROVIDED NEW, LOW INTEREST HOME LOANS TO AMERICANS WHO WERE STRUGGLING TO MAKE PAYMENTS

MORE OF THE NEW DEAL

Franklin D. Roosevelt



REFORM

FEDERAL HOUSING ADMINISTRATION

FHA INSURED HOME LOANS FOR AMERICANS WITH GOOD CREDIT ON TIGHT BUDGETS

RECOVERY



NATIONAL INDUSTRIAL RECOVERY ACT

NIRA CREATED THE NATIONAL RECOVERY ADMINISTRATION WHICH SET PRICE CONTROLS, WAGE LEVELS, AND WORK HOURS TO PROMOTE FAIR COMPETITION AND END LAYOFFS