"HAPPY DAYS ARE HERE AGAIN"

BY ANNETTE HANSHAW

FORWARD with ROOSEVELT

Vote DEMOCRATIC

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

He's Ready! Are You?

WE NEED ACTION!

We have had four years of false prophecies, broken promises and blundering communistic. Twelve years of reactionary policies have brought the nation to the worst crisis in its history. 11,000,000 men, women, 10,000,000 American people living in charity, 12,000 back families, thousands of idle factories, 600,000 homes and farm foreclosures. Agriculture is prostrate and on the verge of bankruptcy. Surplus food stuffs are suffocating the farmers while millions of human beings are starved in slum districts. The President has passed his time to restock the nation to economic health. The people have lost confidence in his leadership and will not be relieved by his hopeless 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!

ROOSEVELT...
fDR &

The “new deal”
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.

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.
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
89% 472
11% 59

POPULAR VOTE
TOTAL: 39,744,313
40% 15,761,841
57% 22,821,857
3% 1,160,615

Democratic
(F. D. Roosevelt)
Republican (Hoover)
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 Depression through public works & direct relief.

FDR's "New Deal" had 3 goals: Relief, Recovery, Reform.
AND THEN, ON MARCH 4 1933, FDR 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 with insider trading.

GLASS-STEAGALL ACT

Created the Federal Deposit Insurance Corporation (FDIC) which insured accounts $5k and up & protected people’s $.
THE BANK HOLIDAY

EMERGENCY BANKING RELIEF ACT

SECURITIES AND EXCHANGES COMMISSION

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
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, creating jobs, providing flood control, irrigation, cheap electricity.
TVA
Electricity for all
THE NEW DEAL PROVIDES 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
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
**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.

**FEDERAL HOUSING ADMINISTRATION**

**FHA** insured home loans for Americans with good credit on tight budgets.

**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.