



# THE NEW DEAL



***AMERICA  
GETS BACK  
TO WORK***



# SECTION 1: A NEW DEAL FIGHTS THE DEPRESSION

- The 1932 presidential election showed that Americans were clearly ready for a change
- Republicans re-nominated Hoover despite his low approval rating
- The Democrats nominated Franklin Delano Roosevelt



Presidents Hoover and Roosevelt on Inauguration Day, March 4, 1933. Photo National Archives.



# ROOSEVELT WINS OVERWHELMING VICTORY



FDR easily won the 1932 election

- Democrat Roosevelt, known popularly as FDR, was a 2-term governor of New York
- FDR was a distant cousin of Teddy Roosevelt
- The Democrats also won huge victories in the house and senate
- Greatest Democratic victory in 80 years



## Election of 1932

Electoral Vote by State

Popular Vote

**DEMOCRATIC** 472 ●  
Franklin D. Roosevelt

22,809,638

**REPUBLICAN** 59 ●  
Herbert C. Hoover

15,758,901

**MINOR PARTIES** —

1,153,306

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531

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39,721,845





# FDR LAUNCHES NEW DEAL

- FDR promised a “new deal” for the American people
- He took office with a flurry of activity known as “The Hundred Days”
- The 100 Days lasted from March to June 1933



The Curtis Publishing Company  
the publisher of the *Ladies' Home  
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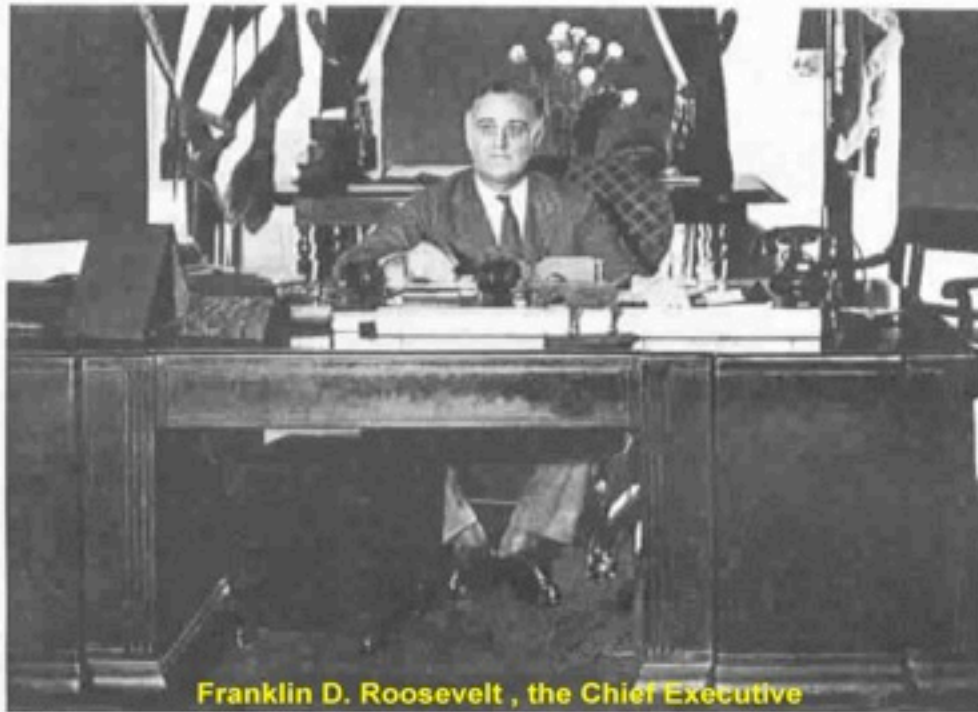
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Number 7



Franklin D. Roosevelt, the Chief Executive

The Chief Executive

## THE HUNDRED DAYS

By GARET GARRETT

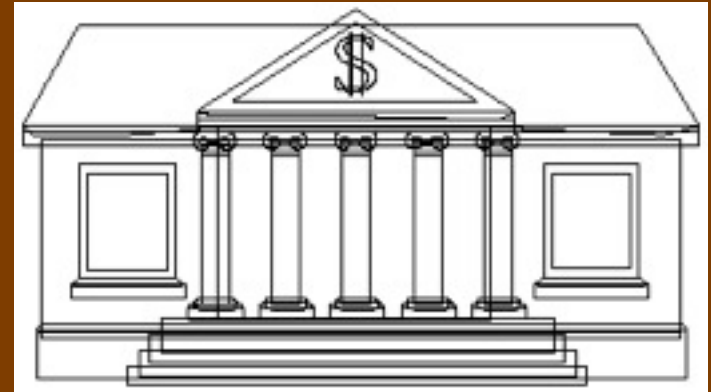


# CONGRESS GETS BUSY

- FDR's philosophy was to get people help and work through "deficit" spending
- During the 100 Days, Congress passed more than 15 major pieces of legislation that significantly expanded government's role in the nation's economy and welfare



# TO DO LIST: #1- HELP BANKS



- First order of business was to get the banking system in order
- On March 5, one day after taking office, FDR declared a bank holiday
- He persuaded Congress to pass the Emergency Relief Act, which authorized the Treasury Department to inspect the nation's banks





# AMERICANS GAIN CONFIDENCE IN BANKS

- Next, FDR passed the Glass-Steagall Act which established the Federal Deposit Insurance Corporation
- The FDIC insured account holders up to \$5,000 and set strict standards for banks to follow (today = \$100,000)

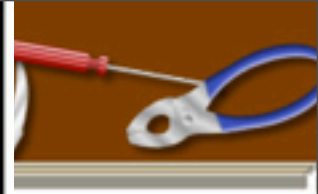
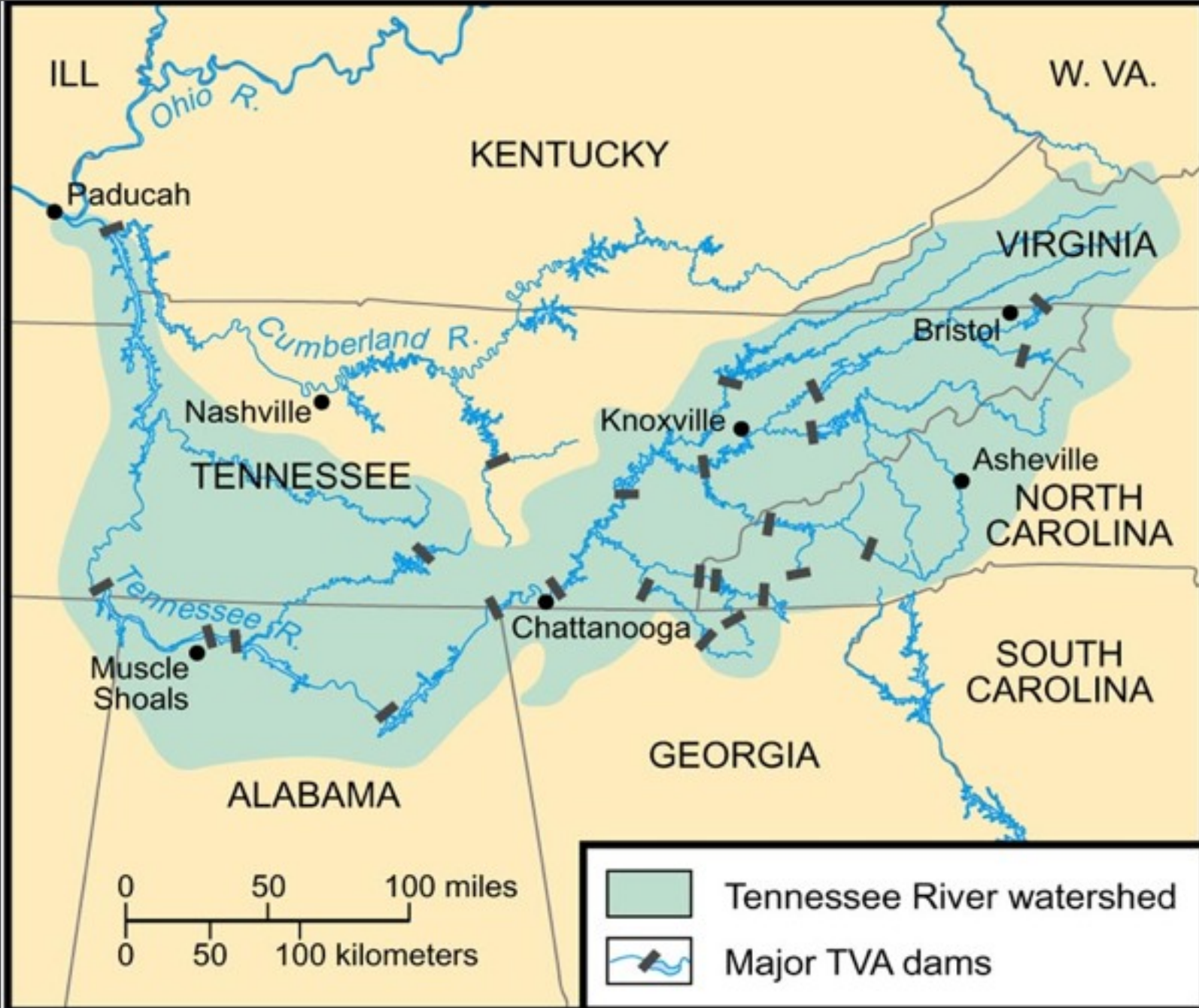


# MORE 100 DAYS ACTIVITY



Scene in county agent's office, San Augustine, Texas. Farmer is receiving his AAA check. Photo by Russell Lee, April 1939, LOC.

- **Federal Securities Act:** Required stock info to be accurate and truthful
- **Agricultural Adjustment Act: (AAA)** Raised crop prices by lowering production
- **Tennessee Valley Authority: (TVA)** Focused on direct relief to hard hit area— created ambitious dam projects



# T V A

## THE TENNESSEE VALLEY AUTHORITY



# ALPHABET AGENCIES

- CCC – Civilian Conservation Corps put young men to work
- Men ages 18 to 25 worked building roads, parks, planting trees (200 million trees in Dust Bowl areas)
- By 1942 three million men worked for the CCC



# ALPHABET AGENCIES



- PWA – Public Works Administration was part of the NIRA (National Industrial Recovery Act)
- The PWA provided money to states to construct schools and community buildings



PWA workers construct a public building in Hartford, Connecticut



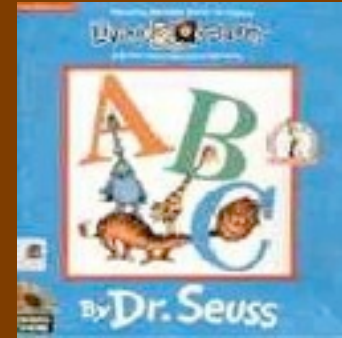
# ALPHABET AGENCIES

- CWA – Civil Works Administration built 40,000 schools and provided salaries for 50,000 teachers in rural America
- Also built 500,000 miles of roads



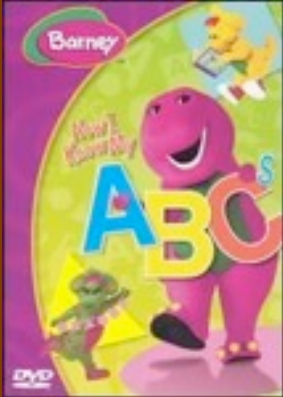
CWA School in Woodville, CA

# ALPHABET AGENCIES



Repaired business in Childersburg, Alabama

- FHA – Federal Housing Administration provided home loans, home mortgages and repairs



# ALPHABET AGENCIES

- FERA – Federal Emergency Relief Agency provided \$500 million in direct relief to the neediest Americans

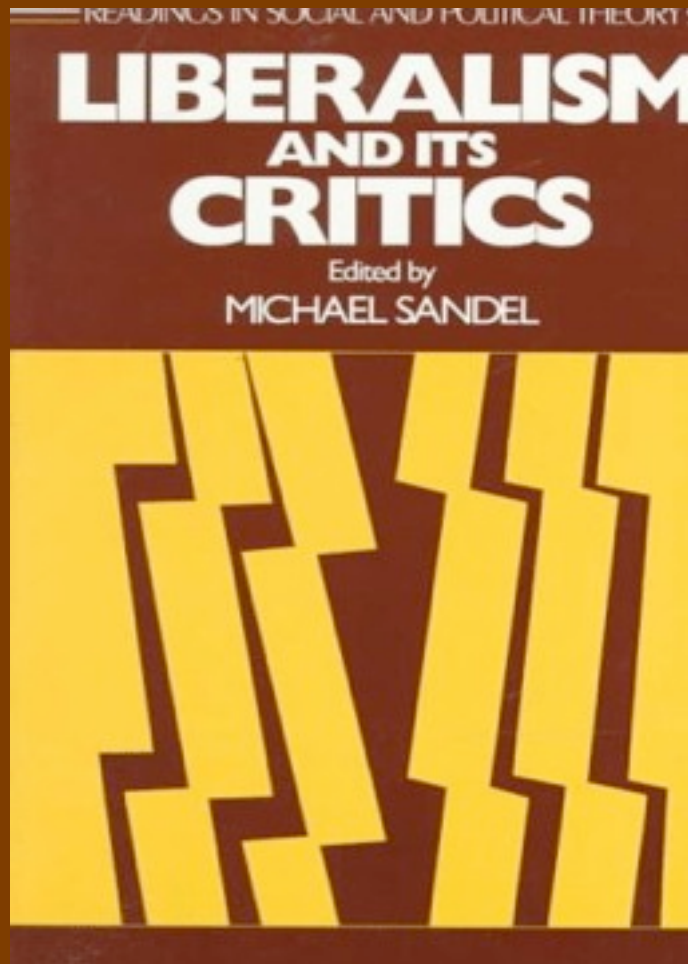


Citizens wait outside a FERA in Calipatria, CA for relief checks





# CRITICS EMERGE



- Despite the renewed confidence of many Americans, critics from both political spectrums emerged
- Liberals (left) felt FDR's program was NOT doing enough
- Conservatives (right) felt that government intervention was TOO much and interfered with our free market economy



## WINSTON CHURCHILL

“Any man who is under 30, and is not a liberal, has no heart; and any man who is over 30, and is not a conservative, has no brains.”



# SUPREME COURT REACTS



The Supreme Court -- 1935

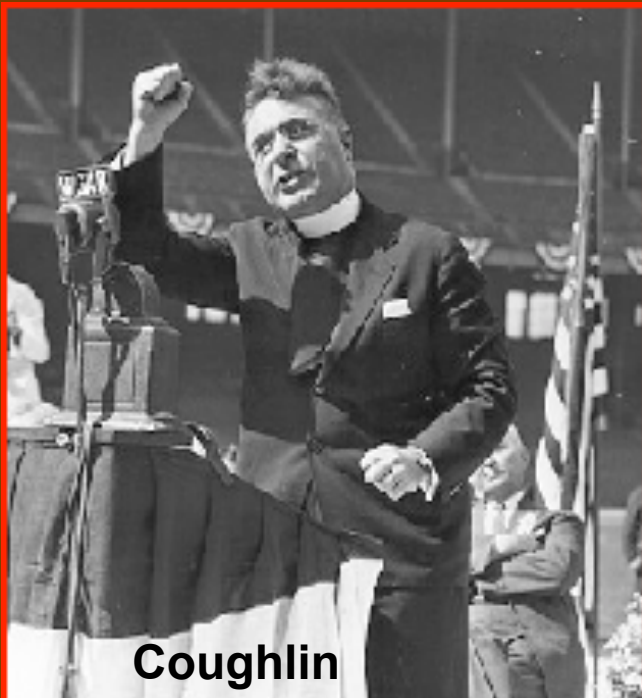
- By the mid-1930s, the Supreme Court struck down the NIRA as unconstitutional (citing too much government control over industry)
- The Court also struck down the AAA on the grounds that agricultural was a local matter -- not a federal matter

# FDR REGAINS CONTROL OVER SUPREME COURT

- From the mid to late 1930s, FDR was able to appoint 7 new judges to the Supreme Court, thus assuring that his programs would carry on unabated



# MORE CRITICS



**Coughlin**

- Every Sunday, Father Charles Coughlin broadcast radio sermons slamming FDR
- He called for a guaranteed annual income and nationalized banks
- At his height of popularity, Coughlin had 45 million listeners
- His increasingly anti-Semitic remarks ultimately cost him support



# ANOTHER CRITIC



- Huey Long was a Senator from Louisiana who was a constant (and effective) critic of FDR
- Long was setting up a run for president
- A lone gunman assassinated Long at the height of his popularity in 1935



Huey Long made effective use of radio to promote his views

# FDR EASILY WINS 2<sup>ND</sup> TERM



- The Republicans nominated Alfred Landon, Governor of Kansas, while the Democrats (of course) nominated Franklin Delano Roosevelt
- Again the Dems and FDR won an overwhelming victory in the presidential election and in both houses





# SECTION 2: THE SECOND NEW DEAL



- Although the economy had improved during FDR's first term (1932-1936), the gains were not as great as expected
- Unemployment remained high and production still lagged





# THE SECOND HUNDRED DAYS



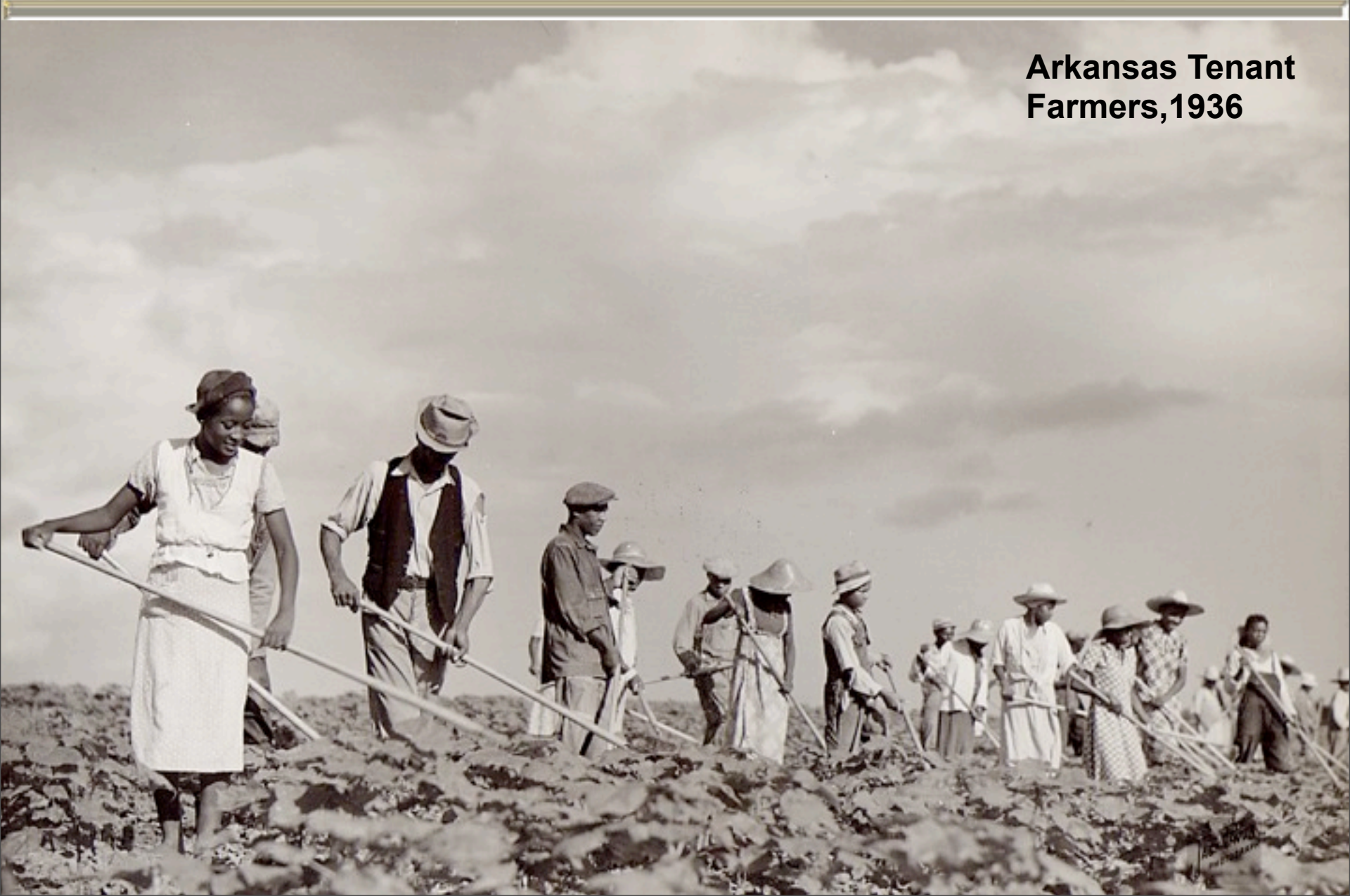
- FDR launches the “Second New Deal” also called the “Second Hundred Days”
- First priority was the farmers – FDR reinvigorated the AAA which provided aid for migrants, sharecroppers, and poor farmers
- FDR authorized more than \$1 billion to help tenant farmers become landowners



Dorothea Lange, *Six Tenant Farmers without Farms, Hardeman County TX (1938)*



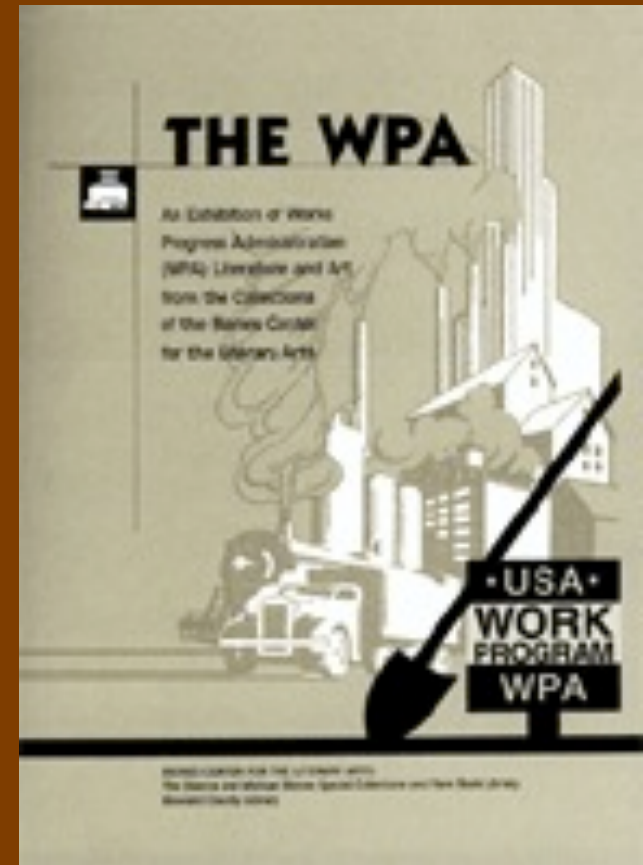
**Arkansas Tenant  
Farmers, 1936**





# WORKS PROGRESS ADMINISTRATION

- Helping urban workers was critical to the success of the Second Hundred Days
- The WPA set out to create as many jobs as possible as quickly as possible
- Between 1935-1943, the WPA spent \$11 billion to give jobs to 8 million workers



# WPA BUILDS AMERICA



**The Davis Street School Extension in Atlanta under construction as part of the Works Progress Administration Program, November 2, 1936**

- **WPA workers built 850 airports, 651,000 miles of roads and streets, and 125,000 public buildings**
- **The WPA also hired artists, writers and photographers to create art**



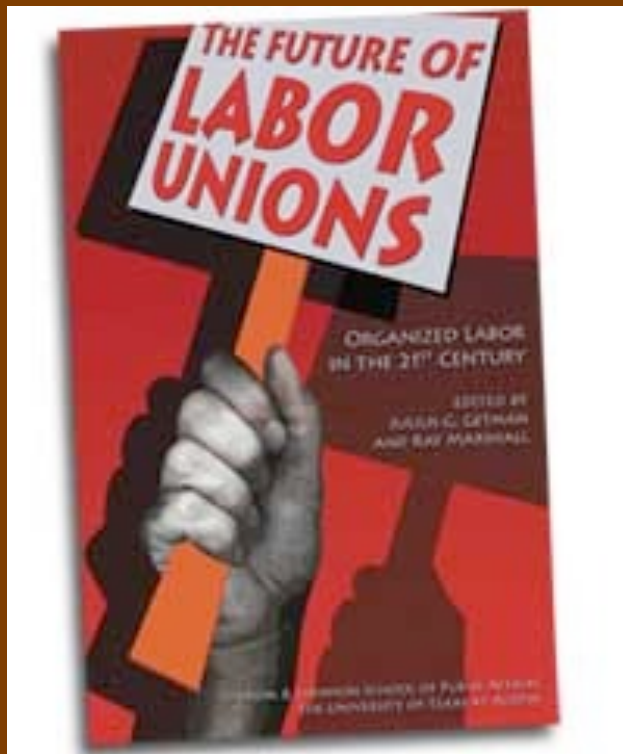
# NATIONAL YOUTH ADMINISTRATION

- The National Youth Administration (NYA) was created to provide education, jobs and recreation for young people
- Getting young people off the streets and into schools and jobs was a high priority for the NYA



Workers attending a class in auto mechanics organized by the National Youth Administration.

# IMPROVING LABOR RELATIONS



The NLRA was also called the Wagner Act

- In the Second New Deal FDR helped pass the National Labor Relations Act (NLRA)
- This legislation protected workers, ensured collective bargaining, and preserved the right to unionize



# CONGRESS PROTECTS WORKERS

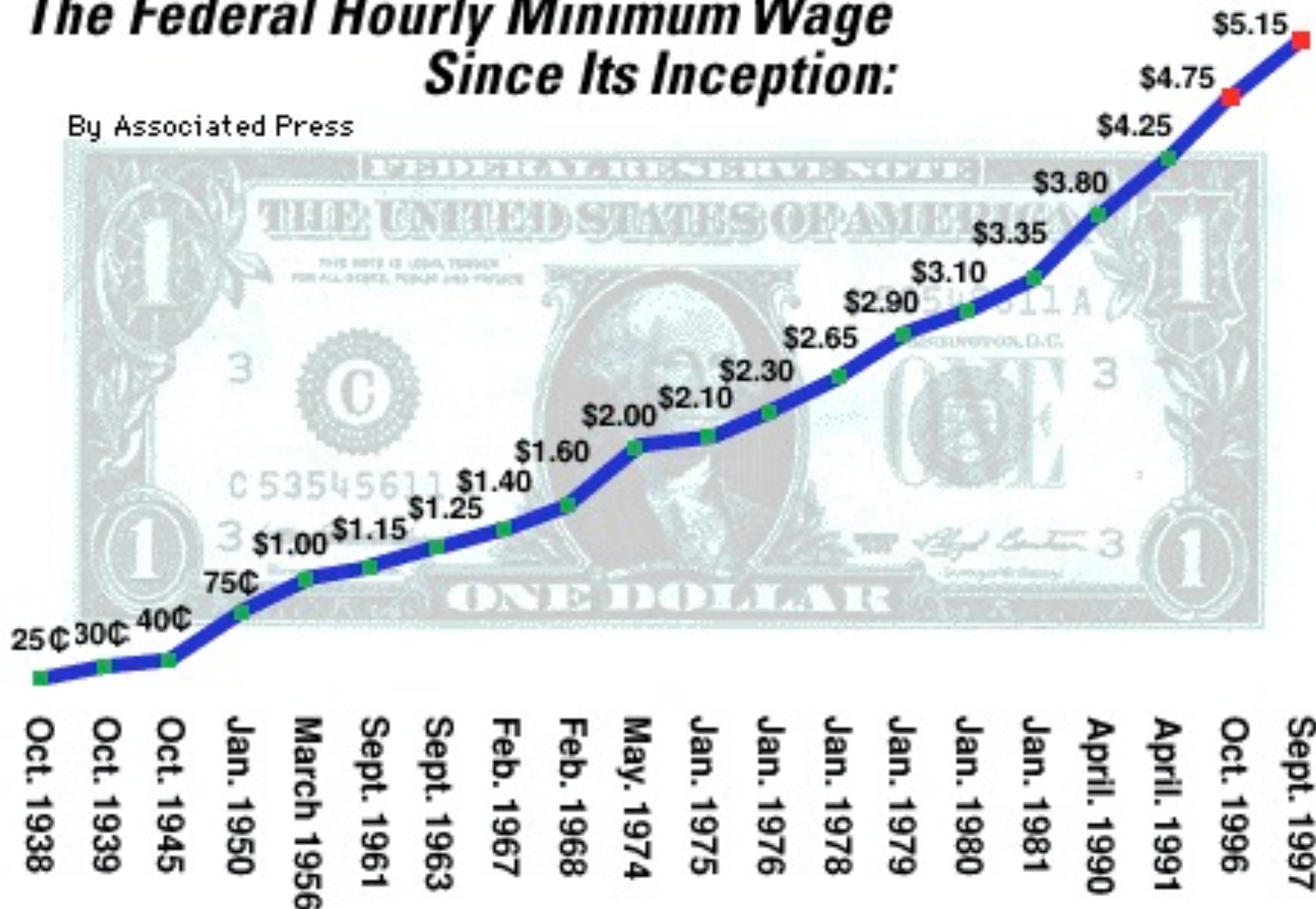
- In 1938, Congress passed the Fair Labor Standards Act which set maximum hours at 44 per week and minimum wage at 25 cents per hour



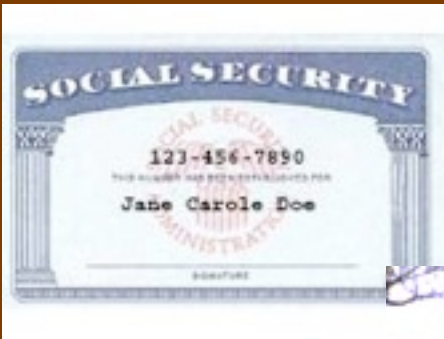


# The Federal Hourly Minimum Wage Since Its Inception:

By Associated Press



# SOCIAL SECURITY ACT

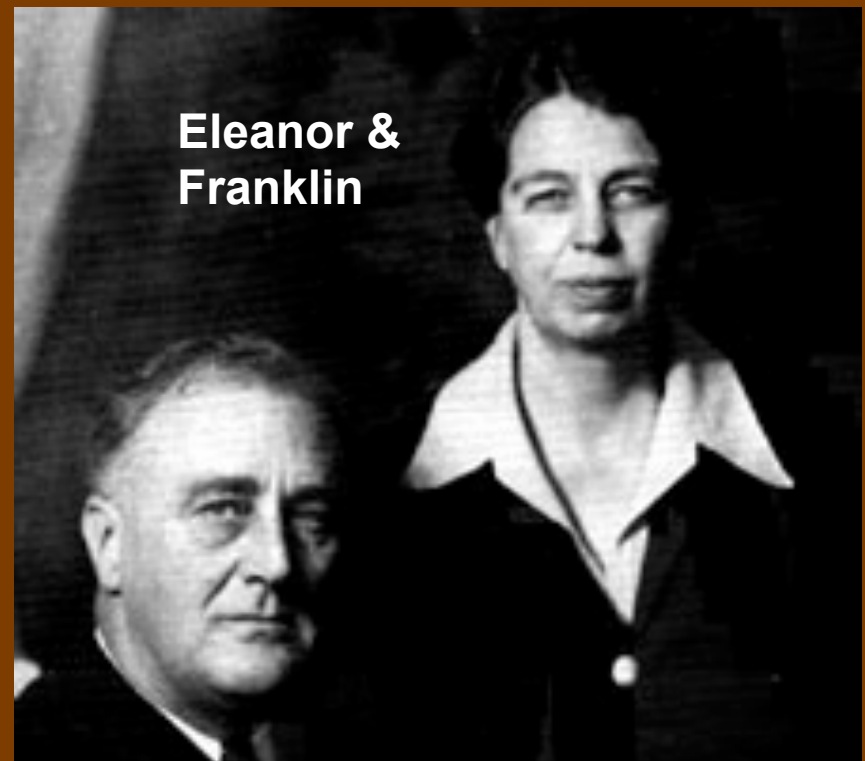


- One of the most important achievements of the New Deal era was the creation of the Social Security System
- The Social Security Act, passed in 1935, had 3 parts:
  - ✓ Old-Age Pension
  - ✓ Unemployment compensation
  - ✓ Aid to families with dependent children & disabled (welfare)



# NEW DEAL AFFECTS MANY GROUPS

- First Lady Eleanor Roosevelt helped women gain higher political positions during the New Deal
- Eleanor was influential in her role as advisor to the president
- Frances Perkins became America's first female cabinet member (Labor)





# AFRICAN AMERICANS DURING THE NEW DEAL



- The 1930s witnessed a growth of activism for black Americans
- A. Philip Randolph became head of the nation's first all-black union – the Brotherhood of Sleeping Car Porters



# AFRICAN AMERICANS GAIN POLITICAL POSITIONS



**FDR appointed  
over 100 African Americans  
to positions within the  
government**

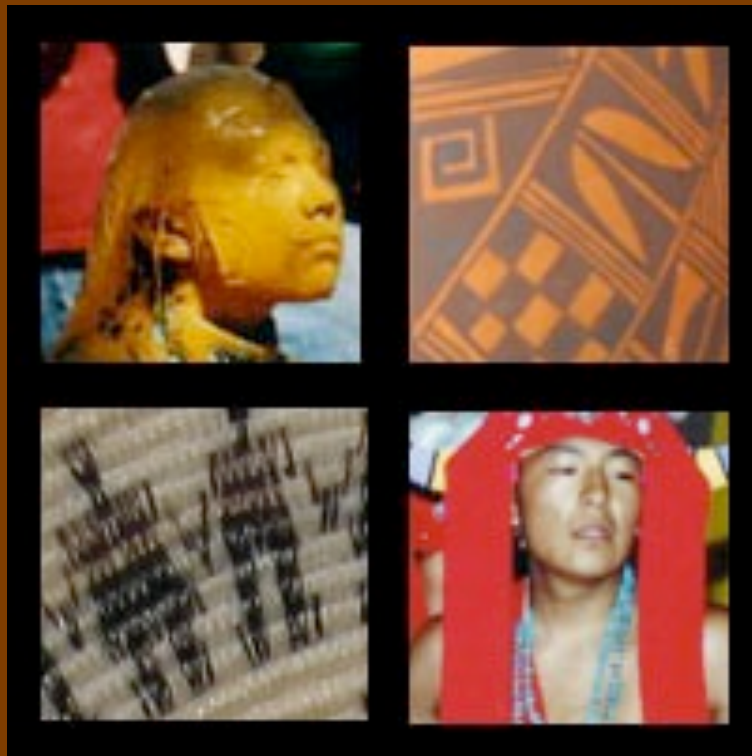
- **Mary McLeod Bethune  
headed the division of  
Negro Affairs of the NYA**
- **Despite these gains, FDR  
was never fully committed  
to Civil Rights**



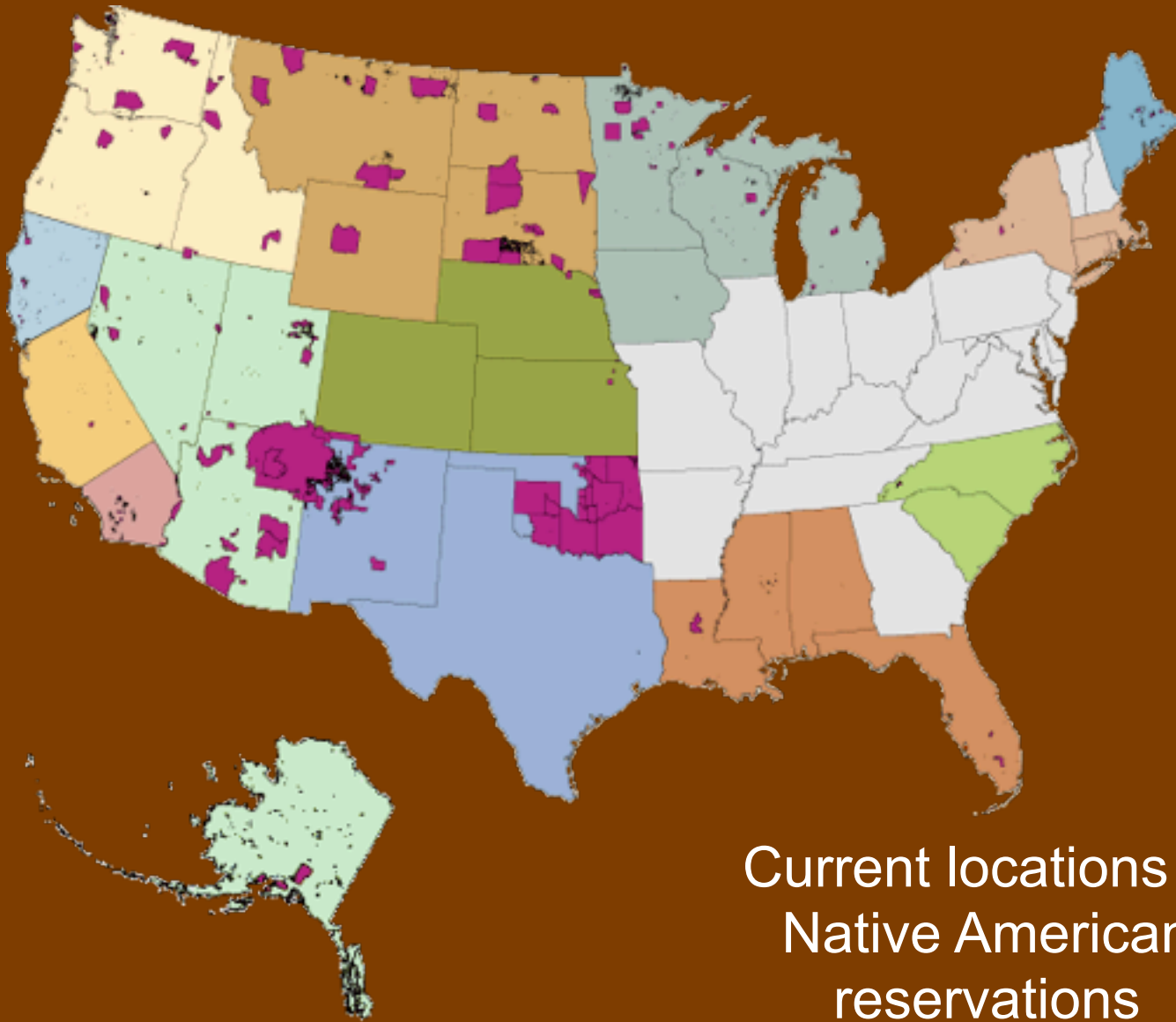
**Bethune**



# NATIVE AMERICANS MAKE GAINS



- Native Americans made advances during the 1920s & 1930s
- Full citizenship granted in 1924
- The Reorganization Act of 1934 gave Natives more ownership of reservations
- Policy was moving away from assimilation towards autonomy



Current locations of  
Native American  
reservations



# FDR WINS IN 1936 . . . AGAIN

- FDR had wide appeal in the United States, especially in urban areas
- African Americans, Jews, Catholics and immigrants all supported the popular president



FDR & Eleanor campaign by rail in 1936





presidentelect.org



 Democrat  
 Republican

Democrat		
AL	KY	ND
AK	LA	OH
AZ	ME	OK
AR	MD	OR
CA	MA	PA
CO	MI	RI
CT	MN	SC
DE	MS	SD
DC	MO	TN
FL	MT	TX
GA	NE	UT
HI	NV	VT
ID	NH	VA
IL	NJ	WA
IN	NM	WV
IA	NY	WI
KS	NC	WY

**ROOSEVELT (RED) VS. LANDON (BLUE) 1936 ELECTION**



# SECTION 4: CULTURE IN THE 1930s



Movies provided an escape from  
the hardships of the Great  
Depression

## MOVIES:

- By the late 1930s, 65% of Americans were attending the movies at least once per week at one of the nation's 15,000 movie theaters
- Comedies, lavish musicals, love stories and gangster films dominated the movie industry



# MOVIE STARS



1930s



- A new era of glamour in Hollywood was launched with stars like Clark Gable, Marlene Dietrich and James Cagney



# FAMOUS FILMS OF THE 30s



- One of the most famous films of the era was *Gone with the Wind* (1939)
- Other notable movies of the era included *The Wizard of Oz* (1939) and *Snow White and the Seven Dwarfs* (1937)



# RADIO: THE ORIGINAL ENTERTAINMENT



- Sales of radios greatly increased in the 1930s, from 13 million in 1930 to 28 million by 1940
- Nearly 90% of American homes owned a radio



Families spent hours listening to the radio

# ROOSEVELT'S FIRESIDE CHATS

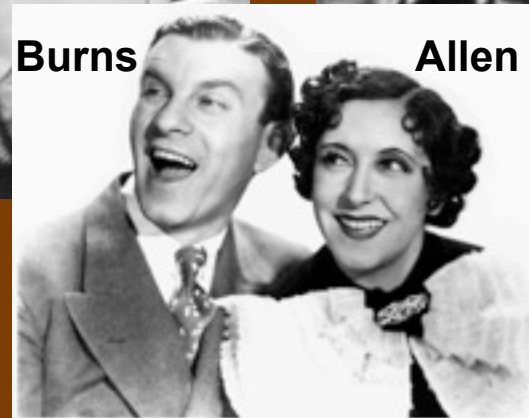
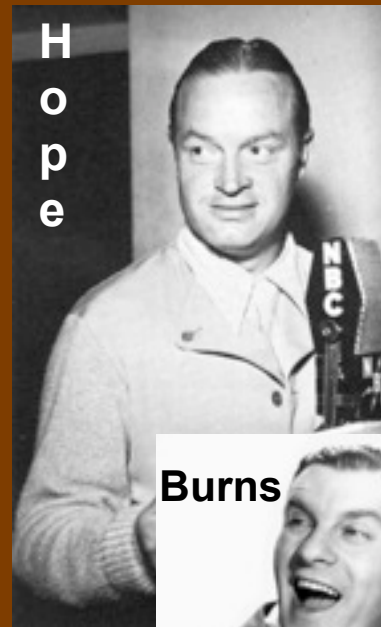


- FDR communicated to Americans via radio
- His frequent “Fireside Chats” kept Americans abreast of the government’s efforts during the Depression



# POPULAR RADIO SHOWS

- Popular radio shows included comedies with Bob Hope, Jack Benny, and the duo of Burns and Allen
- Soap operas (named because they were sponsored by soap companies) ran in the mornings, kids shows in the afternoon and entertainment at night



# FAMOUS RADIO MOMENTS



- Orson Welles created a radio special called *War of the Worlds*
- It was an epic drama about aliens landing in America
- Unfortunately, many thought it was a news broadcast and panicked





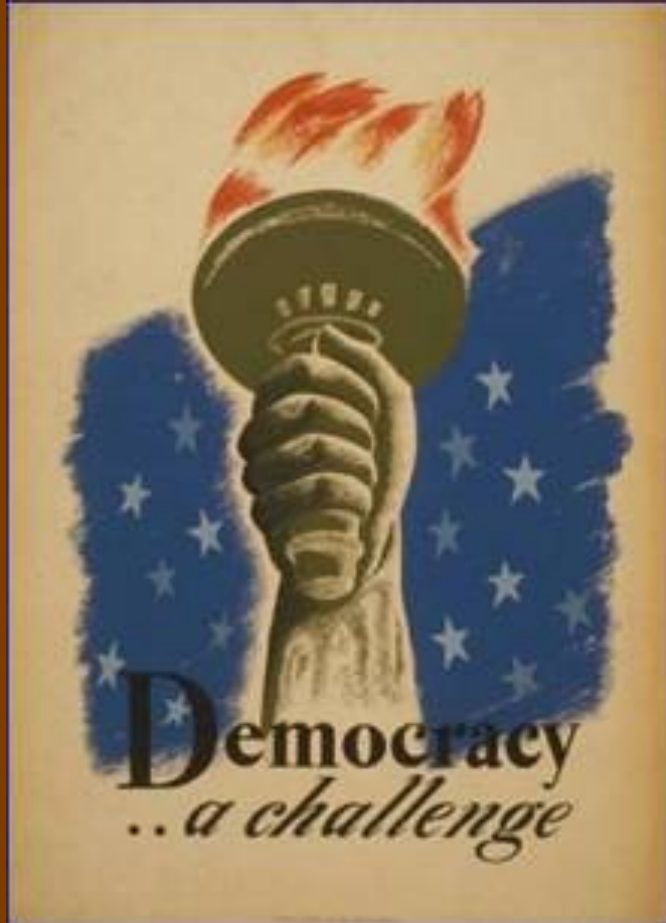
# LIVE NEWS COVERAGE

- Radio captured news as well as providing entertainment
- One of the first worldwide broadcasts was the horrific crash of the *Hindenburg*, a German Zeppelin (blimp), in New Jersey on May 6, 1937
- Such immediate news coverage became a staple in society



The *Hindenburg* caught fire and was utterly destroyed within a minute. Of the 97 people on board, 13 passengers and 22 crew-members were killed.

# ART DURING THE GREAT DEPRESSION



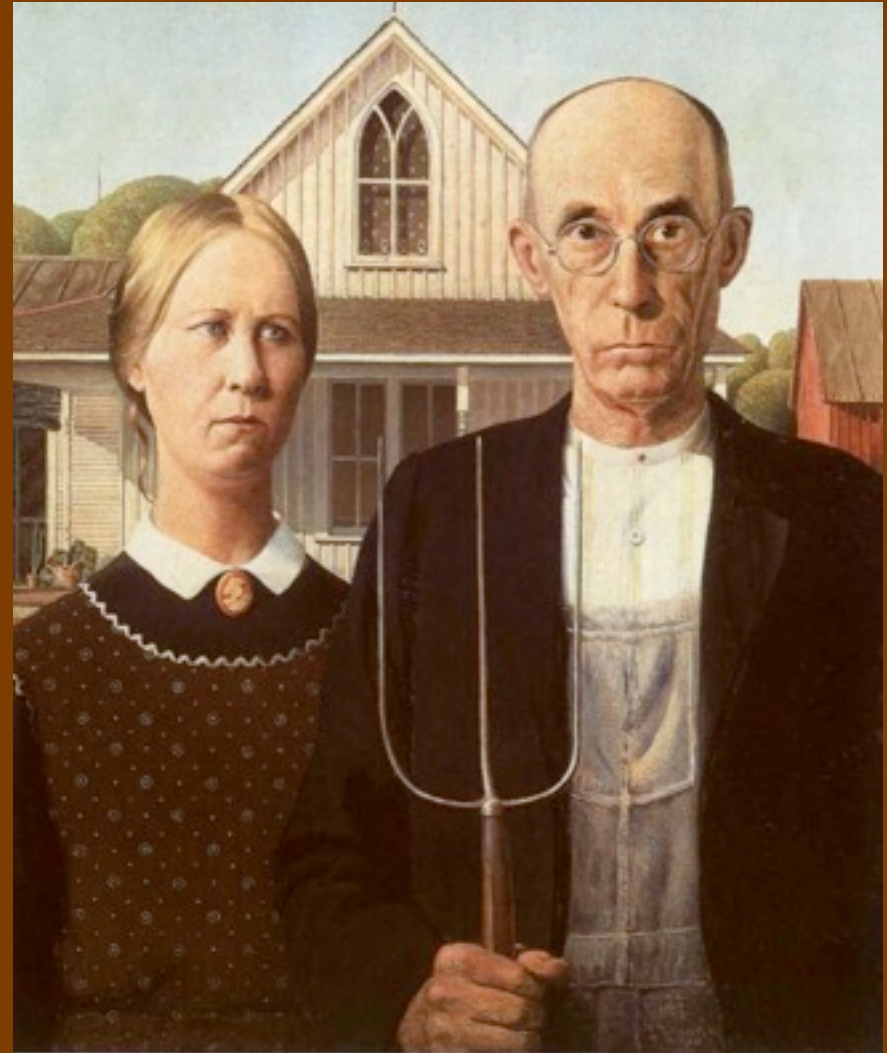
WPA Art – “Democracy . . . a Challenge” – artist, date unknown

- The Federal Art Project (branch of the WPA) paid artists a living wage to produce art
- Projects included murals, posters and books
- Much of the art, music and literature was sober and serious



# ARTISTS HERALDED

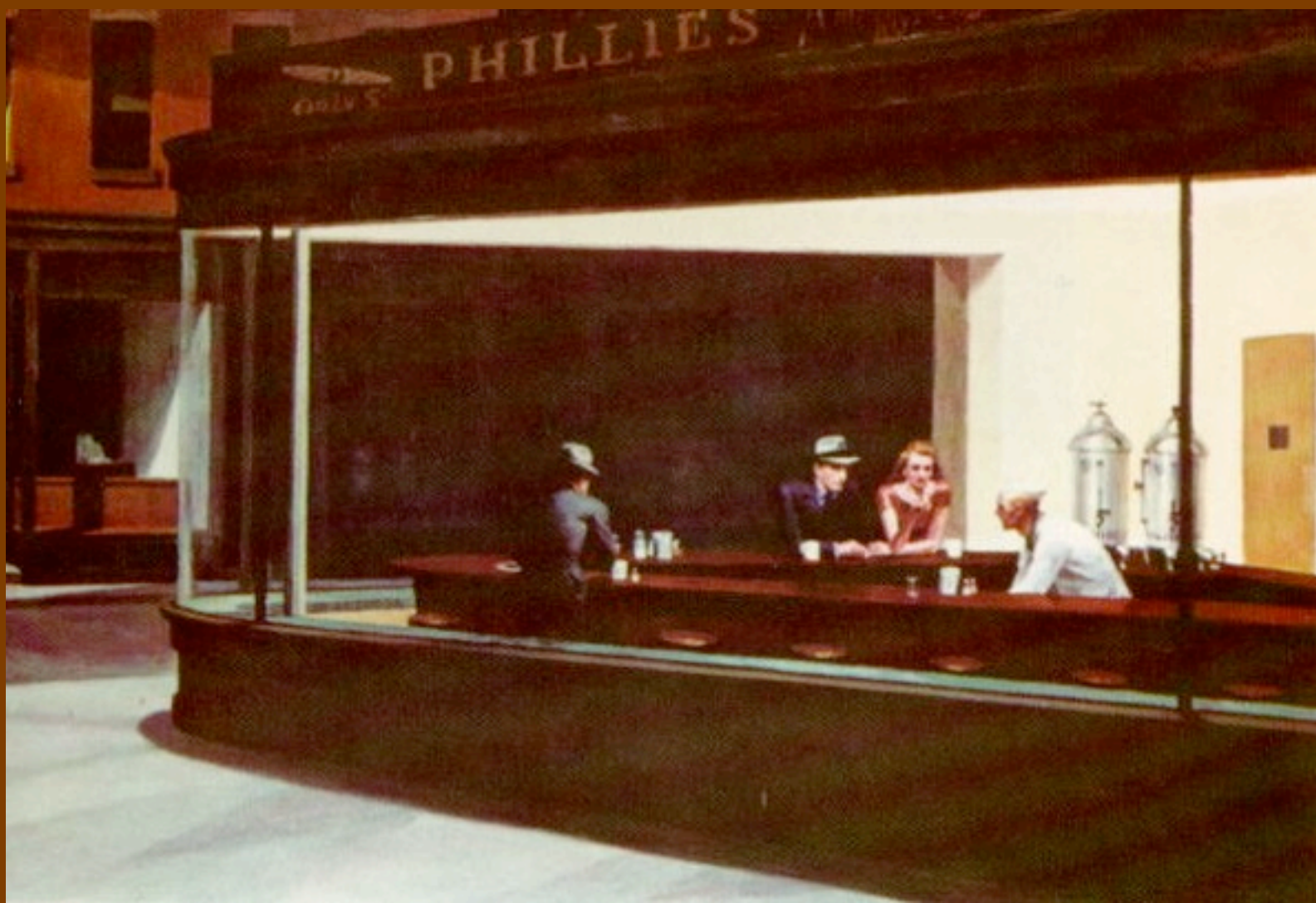
- Painters like Edward Hopper, Thomas Hart Benton, and Iowa's Grant Wood were all made famous by their work in the WPA program
- Photographer Dorothea Lange gained fame from her photos during this era (featured throughout this presentation)



Wood's *American Gothic* is perhaps the most famous piece of the era (1930)



**Grant Wood's Fall Plowing, 1931**



**Edward Hopper's *Nighthawks* (1942)**



Edward Hopper, *Railroad Sunset* (1929)



Mabel Dwight, *In the Crowd* (1931)



Thomas Hart Benton, *Mine Strike*






**Thomas  
Hart  
Benton,  
*Lord, Heal  
the Child*  
(1934)**



**Nicolai  
Cikovsky,  
*On the  
East River*  
(c. 1934)**

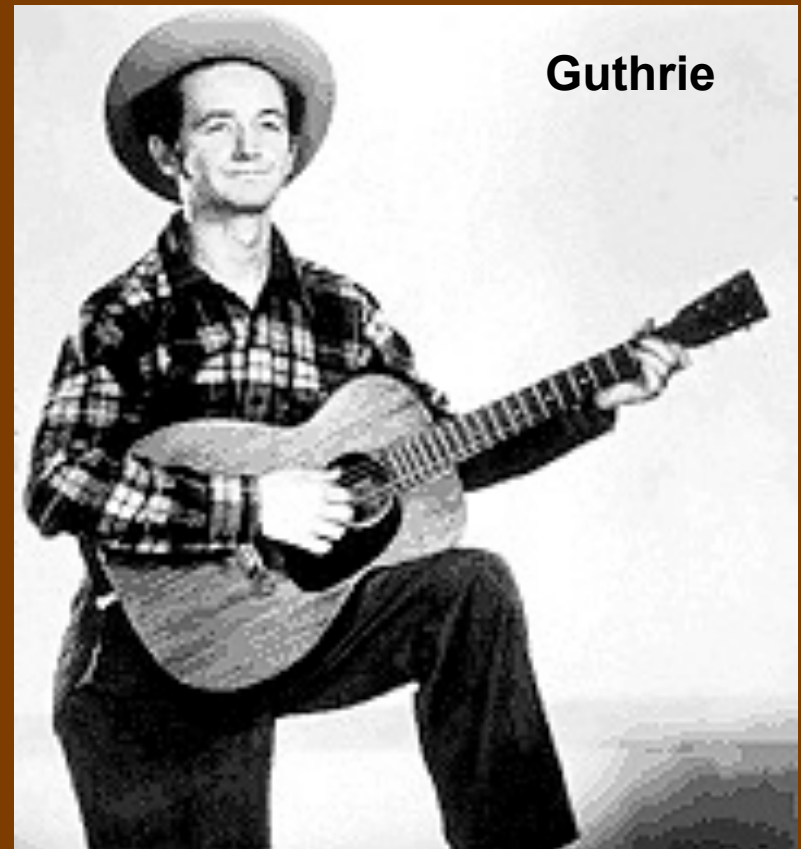


# GUTHRIE'S MUSIC CAPTURES ERA

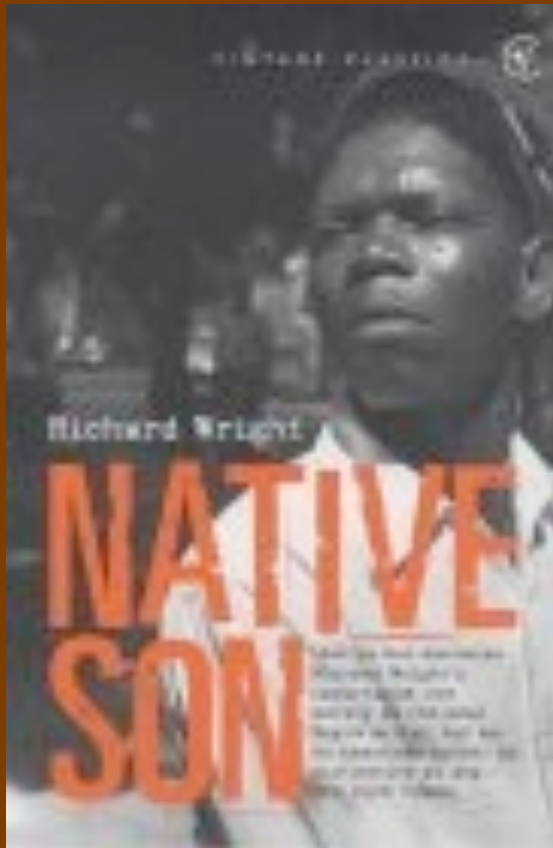


**Singer Woody  
Guthrie used  
music to capture  
the hardship of the  
Great Depression**

- **Guthrie traveled the  
country singing  
about America**



# WRITERS DEPICT AMERICAN LIFE

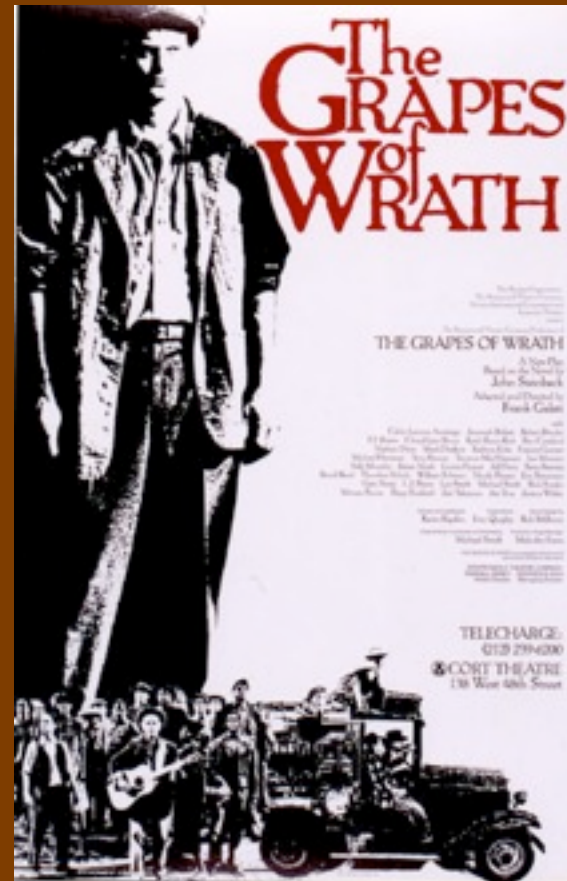


- The Federal Writers' Project (branch of WPA) paid writers to write
- Richard Wright's acclaimed *Native Son* was written for the project



# JOHN STEINBECK RECEIVES ACCLAIM

- American writer John Steinbeck received assistance from the Federal Writers' Project
- He published his most famous book, *Grapes of Wrath* (1939), as part of the program





# SECTION 5: THE IMPACT OF THE NEW DEAL



- Over time, opinions about the merits of the New Deal and FDR have ranged from harsh criticism to high praise – usually along partisan lines
- Conservatives felt FDR made government too large and too powerful
- Liberals countered that FDR socialized the economy because Americans needed help



# LEGACIES OF THE NEW DEAL

- FDIC – banking insurance critical to sound economy
- Deficit spending has become a normal feature of government
- Social Security is a key legacy of the New Deal in that the Feds have assumed a greater responsibility for the social welfare of citizens since 1935

