

# THE GREAT DEPRESSION

1929-1939



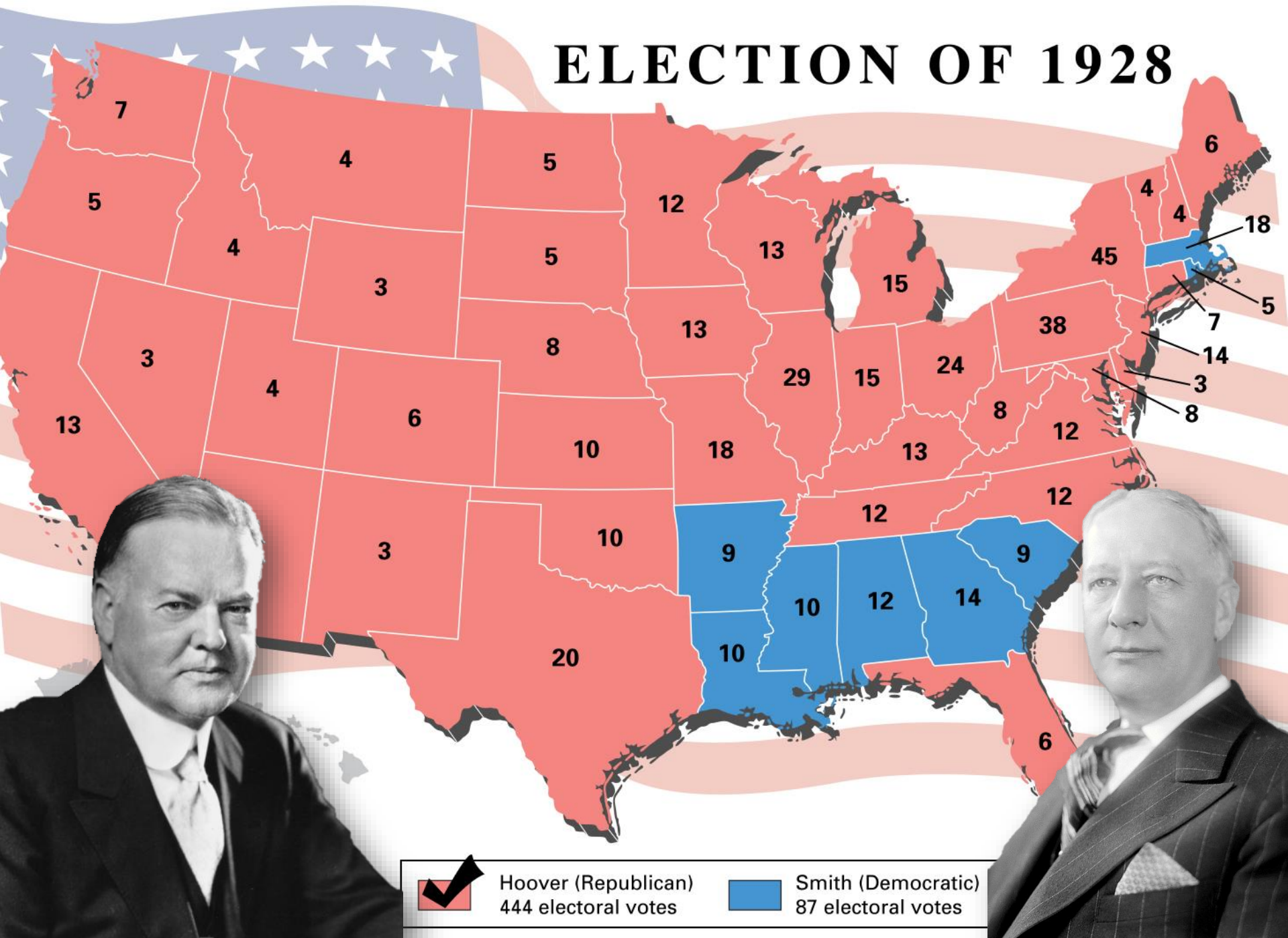
# Roaring 20's

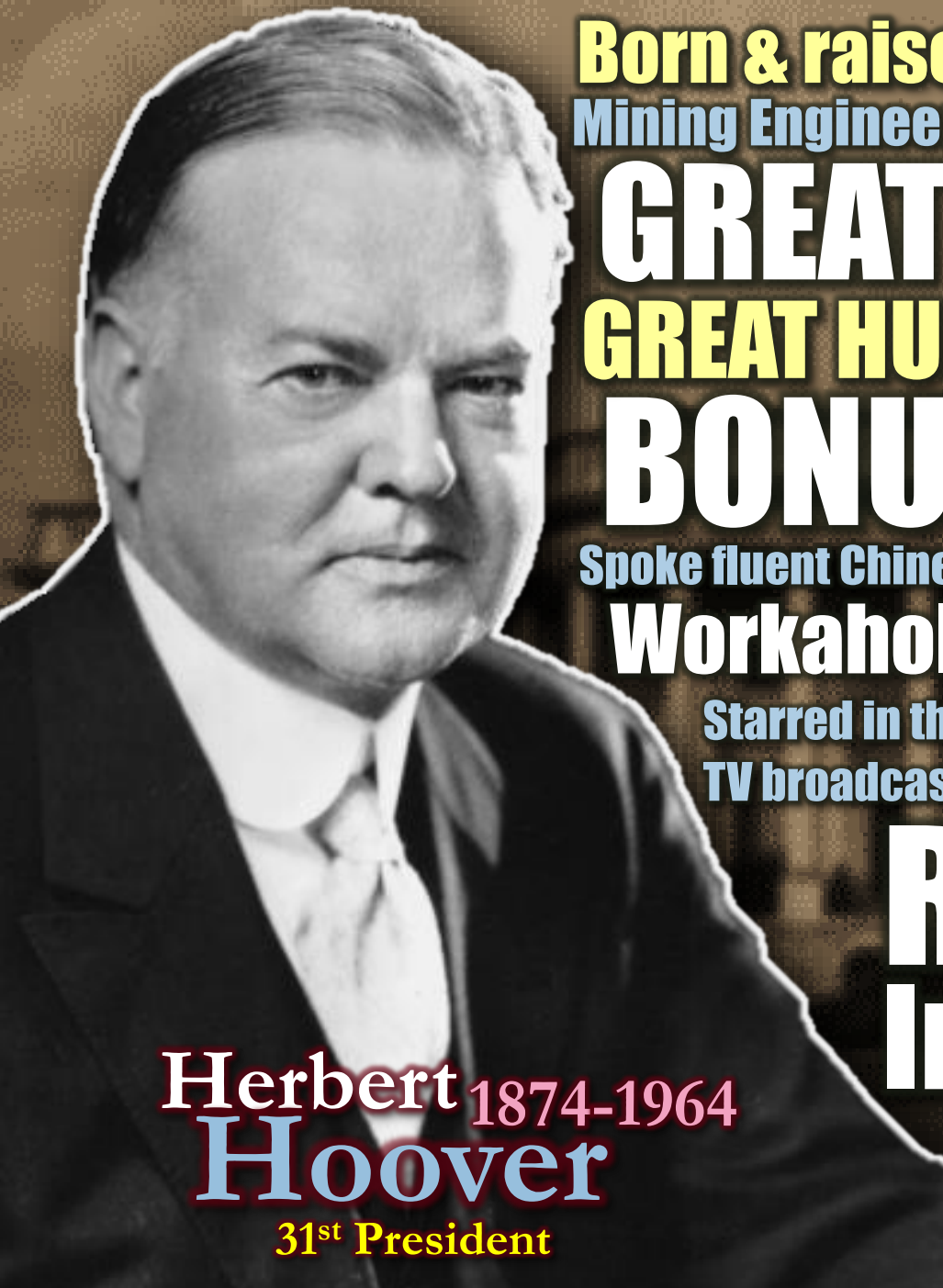
Entertainment Immigration

Mass - Culture Big - Business

Culture Wars Consumption

# ELECTION OF 1928





Herbert 1874-1964  
**Hoover**  
31<sup>st</sup> President

**Born & raised in IW** Bouts of melancholy  
Mining Engineer & Millionaire **Orphaned at 9**

**GREAT DEPRESSION**

**GREAT HUMANITARIAN**

**BONUS ARMY**

Spoke fluent Chinese

**Workaholic**

Starred in the 1<sup>st</sup>  
TV broadcast

**Donated  
salary to  
charity**

**STAR  
SPANGLED  
BANNER  
OFFICIAL  
ANTHEM**

1<sup>st</sup> to have  
telephone  
in office

**Hooverball**

**Rugged  
Individualism**

**SET STANDARDS IN THE U.S.A.**



# UNDERCURRENTS OF COLLAPSE

# Buy today PAY LATER

## 1

*Select*  
WHAT YOU NEED

## 2

*Arrange*  
CONVENIENT TERMS

## 3

*Enjoy*  
IMMEDIATE DELIVERY.

ON THE

# Firestone

## Buy Newest City Styles on Easiest Credit Terms

Our convenient credit plan of small regular payments weekly or monthly, puts in your easy reach the swellest of wearing apparel—the latest city styles—at the same low spot-cash prices as the patrons of our two Chicago stores pay. Instead of one spot-cash payment—send us a small sum weekly or monthly. In this way you can easily afford the very best of clothes. You can buy when you need them, and

## Pay As Able

Bernhard's clothes are the kind you will be proud to wear. They are newest style, fit perfectly and hold their shape longest because they are designed and made in the shops of the world's most famous tailors. Yet they cost actually less than inferior garments would cost at spot-cash elsewhere. Our enormous business in Chicago and throughout the United States, added to our control of large manufacturing



## Too much credit & installment buying

### And Save An Extra 5 Per Cent!

Here you are sure of finding an upright or console "Nightingale" that best harmonizes with your musical taste and with your carefully selected home furnishings. And—today—double Gold Bond Dividends save you an extra 5% on these close to one-half prices.

New \$100.00 "Nightingale" Models!

## \$49.75

New \$150.00 "Nightingale" Models!

## \$69.75

You can have one delivered to your home or held for Christmas delivery by paying.

Only **\$10** Down!

The balance can then be paid in six small monthly payments. \$10.00 worth of records may be added to the purchase price without any additional down payment.



Carl's Second Floor, rear.

## SPECIAL

DRIVE  
WINTER  
WORRIES  
AWAY

CHANGEOVER  
Firestone  
BATTERY  
on the  
BUDGET  
PLAN

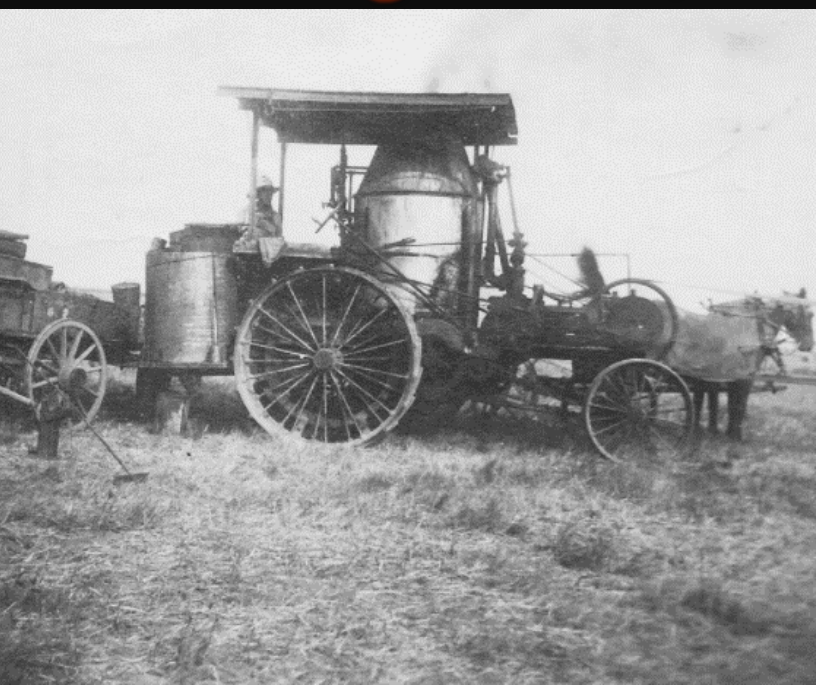
## EASY TERMS BUDGET PLAN



## GET YOUR CAR READY FOR WINTER TODAY!



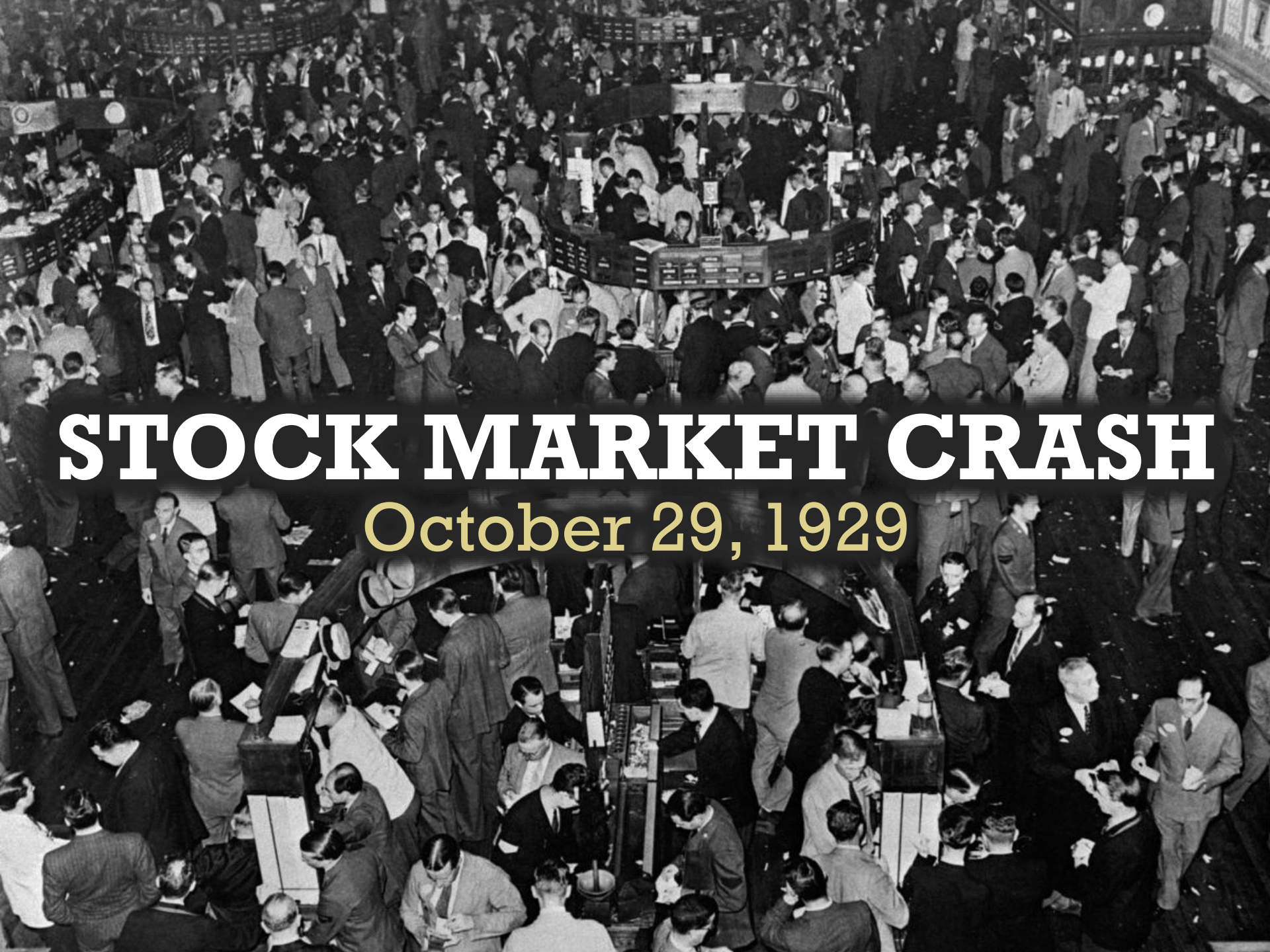
**Too large farms, too much crop, & too much debt**





**Too much loaning (to farmers & speculators)**

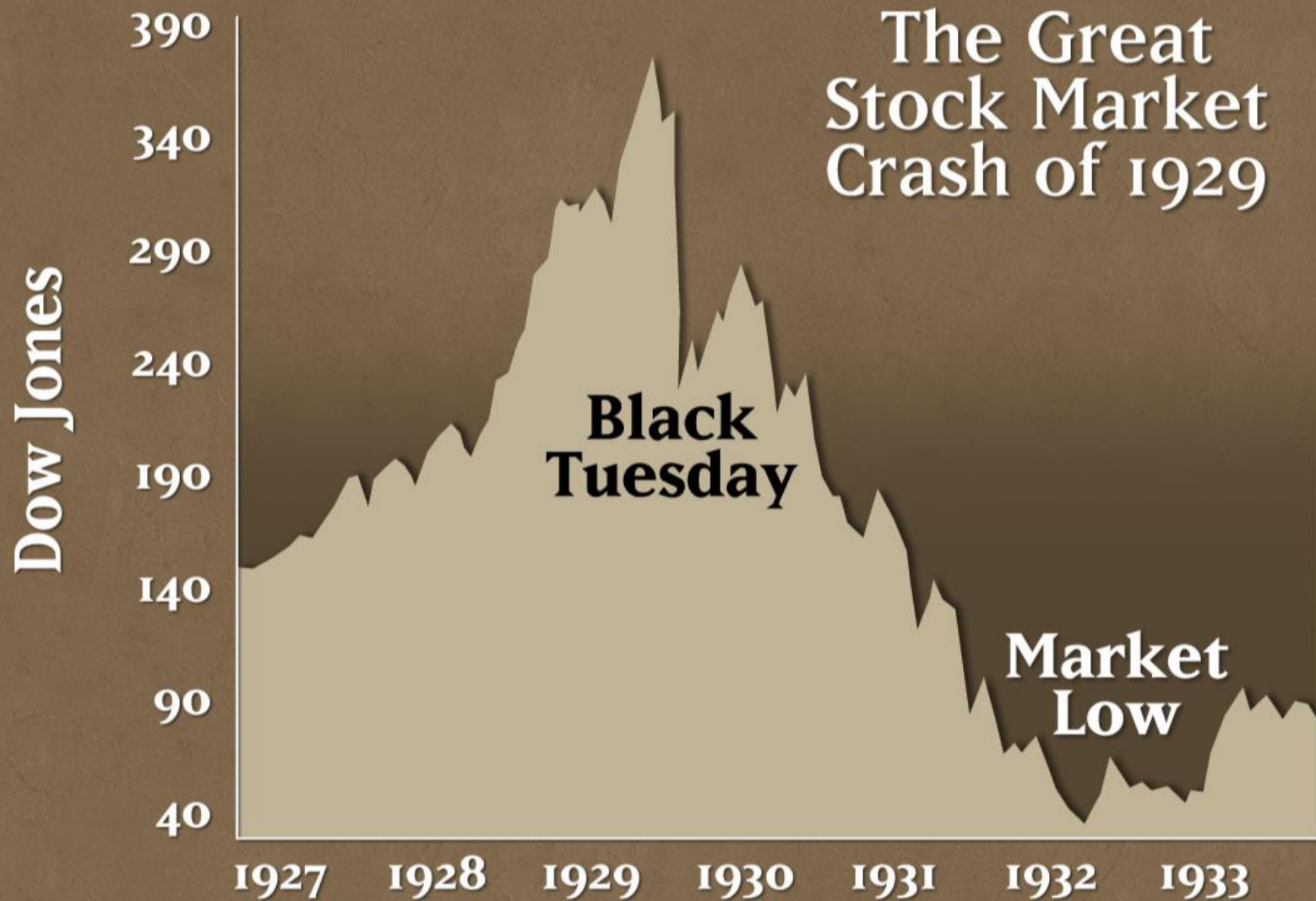




# STOCK MARKET CRASH

October 29, 1929

# Stock Market before and after Black Tuesday



# BILLIONS LOST AS STOCKS CRASH

## Pantagies In Jail Awaits Sentence To State Prison

### SENATE "FARM BLOC" STARTS BATTLE FOR HIGHER TARIFFS

#### GUILTY SAYS JURY AFTER MANY HOURS

#### STATE PLANS TO ROUND UP TAX DODGERS

#### Friend Brings Man To Jail On Run Charge

#### BINGHAM TAKES EXCEPTION TO SENATE LOBBY

#### ALLIANCE OF Two Factions May Win Out

#### WESTERN REPUBLICANS GROUP WITH SOUTHERN DEMOCRATS TO INCREASE RATES

#### TICKERS FAR BEHIND

#### General Electric, U. S. Steel, Other Leading Issues Caught In Crash

#### Banking Support Unable to Prevent Break Accompanied by Wild Trading

#### THREE U. S. C.

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#### ALLIANCE OF Two Factions May Win Out

### JURY BELIEVES HER STORY

She was found guilty of slandering Emma Pantages, 56, and was sentenced to 10 years in the state penitentiary for a crime committed 10 years ago.



### MAINSTAYS OF MARKET IN PLUNGE

Banking Support Unable to Prevent Break Accompanied by Wild Trading

TICKERS FAR BEHIND

General Electric, U. S. Steel, Other Leading Issues Caught In Crash

Banking Support Unable to Prevent Break Accompanied by Wild Trading

TICKERS FAR BEHIND

# \$30 Billion loss in stock



**BROOKLYN DAILY EAGLE**  
And Complete Long Island News

★ NEW YORK CITY, THURSDAY, OCTOBER 24, 1929 ★

32 PAGES

**WALL ST. IN PANIC AS STOCKS CRASH**  
**Attempt Made to Kill Italy's Crown Prince**

**ASSASSIN CAUGHT IN BRUSSELS MOB; PRINCE UNHURT**

**Hollywood Fire Destroys Films Worth Millions**

**FEAR 52 PERISHED IN LAKE MICHIGAN; FERRY IS MISSING**

**PIECE OF PLANE LIKE DITTEMAN'S IS FOUND AT SEA**

**High Duty Group Gave \$700,000 to Coolidge Drive**

**Grundy Agrees Rates West Up Due to His Activities as Propagandist**

**FOR MORE LOBBYISTS**

**WARREN SOUGHT TO KEEP SEA TRIP**

**SOMERS NAMED AS HEAD OF NEW**

Pair, slightly under twenty, today, 1929, French, 1929, was sent to West 17th St. New York City, Oct. 24, 1929.

PH YEAR—No. 255.

STOCKS CRASH IN RUSH TO SELL: BILLIONS LOST

Morgan, Mitchell Hoyt Stocks in Effort to Check Rush to Unload

Wall Street was in a panic today, with no one to guide it out. Stocks crashed in 10 minutes to 100 points in afternoon. For the first time since 1929, a panic in the market was witnessed. Millions were selling, but no one was buying. The situation had gotten so bad that the market had to be closed.

Charles R. Mitchell, chairman of the National City Bank, was conferring in the office of J. P. Morgan & Co. in New York today, and other leading bankers were there.

It was also understood the Morgan partners had been talking to customers with a view to buying up the market in order to stabilize the situation.

Many of the leading banks had been selling for some time, but the situation had gotten so bad that the market had to be closed.

ATTEMPT MADE ON LIFE

Consolidated Studios Are Searched by Police; Found to Be One-Man Pictures Burned Include Many New Talkie Productions

BRUSSELS, Oct. 24.—(AP)—A mob of 500 men and women, many of them armed, today searched the studios of the Consolidated Film Corporation in Brussels. The search was made after the death of the Italian crown prince, and the police found many of the films burned.

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FEAR 52 PERISHED IN LAKE MICHIGAN; FERRY IS MISSING

Wreckage Picked Up Indicates Craft Went Down With All Aboard

MINNEAPOLIS, Oct. 24.—(AP)—The search for the missing ferry boat, which was reported to have sunk in Lake Michigan today, has been intensified. The search is being made by the U. S. Coast Guard and the Minnesota State Police.

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PIECE OF PLANE LIKE DITTEMAN'S IS FOUND AT SEA

Black and Orange Wreckage Indicates Daring Flier Went to Death

ATLANTA, Oct. 24.—(AP)—A piece of a plane, which was reported to have crashed in the Gulf of Mexico today, has been found. The piece was found by a fisherman off the coast of Florida.

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High Duty Group Gave \$700,000 to Coolidge Drive

Grundy Agrees Rates West Up Due to His Activities as Propagandist

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FOR MORE LOBBYISTS

Warren Sought to Keep Sea Trip

Somers Named as Head of New

WASHINGTON, Oct. 24.—(AP)—The High Duty Group today gave \$700,000 to the Coolidge Drive. The group was organized by Charles R. Mitchell, chairman of the National City Bank.

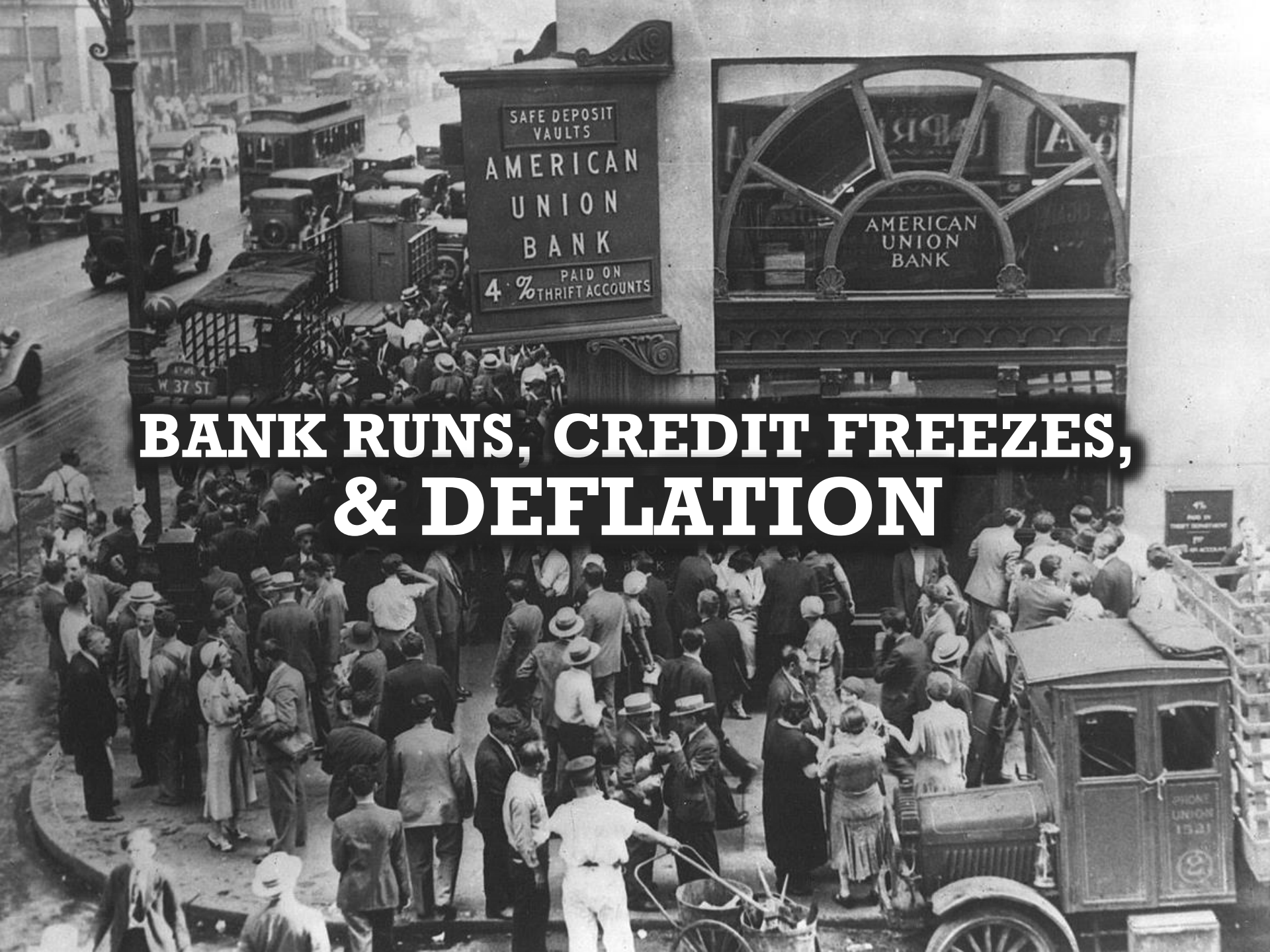
The group was organized by Charles R. Mitchell, chairman of the National City Bank.





\$100 WILL  
BUY THIS CAR  
MUST HAVE CASH  
LOST ALL ON THE  
STOCK MARKET





# **BANK RUNS, CREDIT FREEZES, & DEFLATION**



**Prices drop → Business cut costs → Layoff of workers**





**Workers can't buy → Goods prices drop →  
Banks stop lending → Businesses bankrupt**





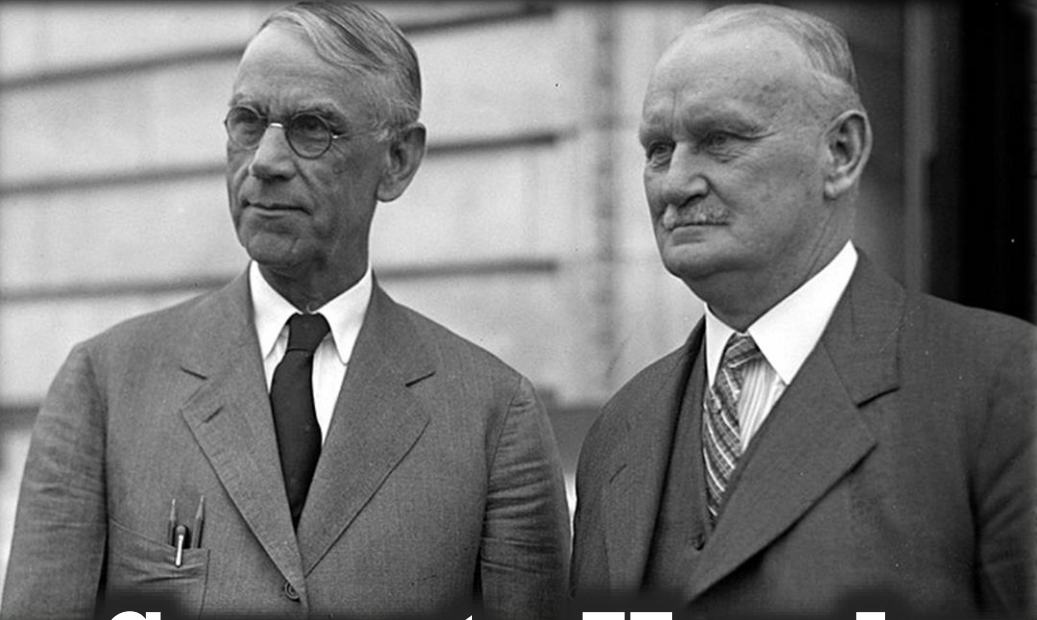
*Economic depression can not be cured by legislative action or executive pronouncement. Economic wounds must be healed by ...cooperative action. That cooperation requires that every individual should sustain faith and courage; that each should maintain his self-reliance; that each and every one should search for methods of improving his business or service; that the vast majority whose income is unimpaired should not hoard out of fear but should pursue their normal living and recreations; that each should seek to assist his neighbors who may be less fortunate; that each industry should assist its own employees; that each community and each State should assume its full responsibilities for organization of employment and relief of distress with that sturdiness and independence which built a great Nation.*

***- Hoover's State of the Union  
December 1930***



# RUGGED INDIVIDUALISM





# Smoot - Hawley Tariff (1930)

Raised average tariff 20%

VOL. LXXIX....No. 26,443.

## HOOVER SIGNS TARIFF BILL AS BORAH IN SENATE SEEKS CUTS BY FLEXIBLE CLAUSE

NEW DUTIES GO INTO EFFECT

Belgian Government Protests  
To Washington on the Tariff

Special Cable to THE NEW YORK TIMES.  
BRUSSELS, June 17.—The Bel-  
gian Government, through Prince  
Ligne, its Ambassador at Wash-  
ington, has protested to the United States

Day  
ADVERTISING is simply a process of education, con-  
sults.  
with an attempt to make a desire to buy. Your  
advertising, written along these lines will produce  
results.

ERNOON, JUNE 17, 1930  
SIXTEEN PAGES  
CIRCULATION BOOKS OPEN TO  
PRICE THREE CENTS

## London Hoover Signs Tariff Bill; Takes Effect at Midnight; Revises Eight Year Old Rates

Final Report On  
Cannon, Lobby  
Row to Senate

Only Transcript of Bishop's  
Testimony—No Recom-  
mendations Are

HERO'S FUNERAL  
FOR A. E. F. MASCOT;  
GOT U. S. PENSION

DESSISON, O., June 17 (AP)—  
Preparations were made today for  
the military funeral of "Ring,"  
said to have been decorated for  
services with the American Ex-  
peditionary forces.

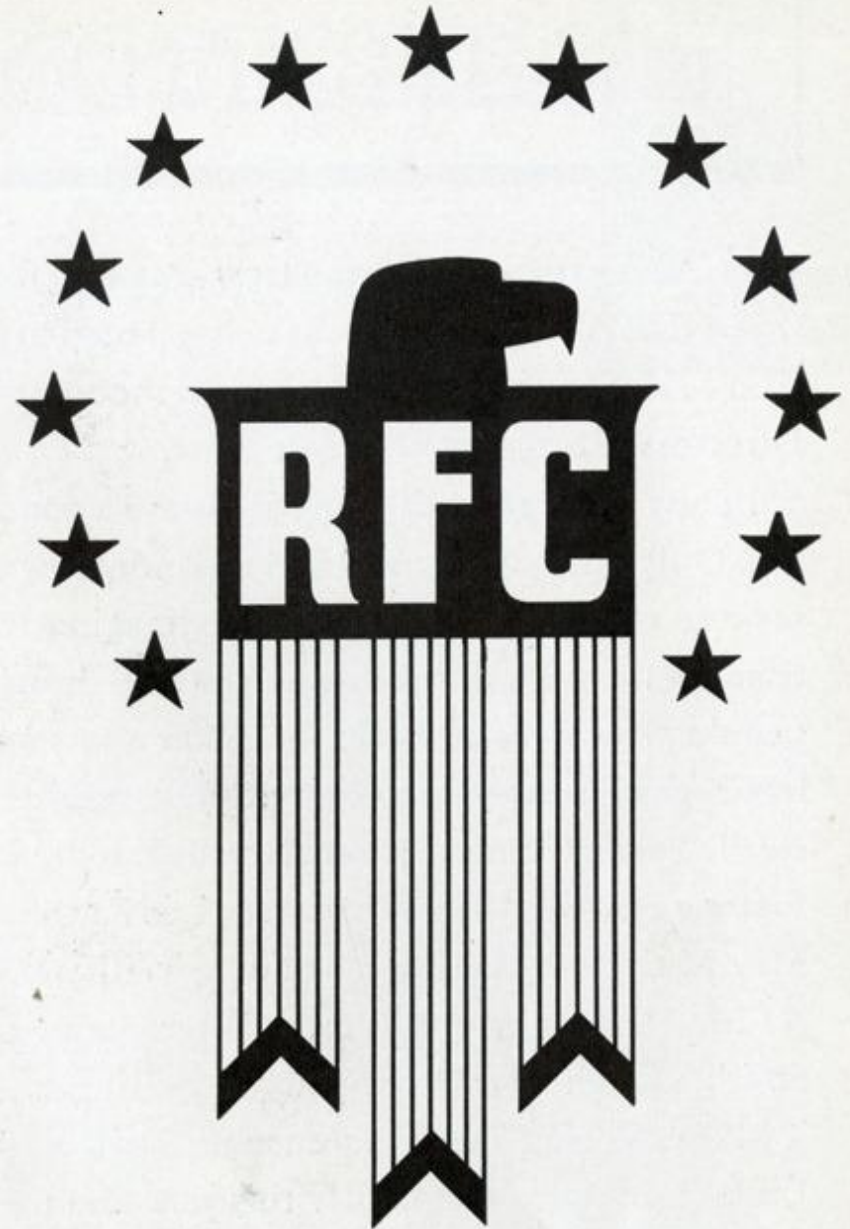
Changes Former Schedules  
in More Than Thousand  
Instances—Four G. O.  
P. Conferees Witness  
Signature With Secre-  
tary and Com-  
missioners of Customs.



# Reconstruction Finance Corporation (1932)

Gave federal money to struggling business in the hope that the benefits would then “trickle down.”

- Federal government would provide money to banks, railroads, and other financial institutions to prop them up.
- They would then stabilize wages, reduce layoffs, etc. (“trickle down”)





**BONUS ARMY (1932):** WWI Veterans march on D.C. demanding bonuses. Stayed in "Hoovervilles." Gov. used army to crush them.



# Great Crash

## Investors

Investors lose millions.

Businesses lose profits.

## Businesses and Workers

Consumer spending drops.

Workers are laid off.

Businesses cut investment and production. Some fail.

## Banks

Businesses and workers cannot repay bank loans.

Savings accounts are wiped out.

Bank runs occur.

Banks run out of money and fail.

## World Payments

Overall U.S. production plummets.

Allies cannot pay debts to United States.

Europeans cannot afford American goods.

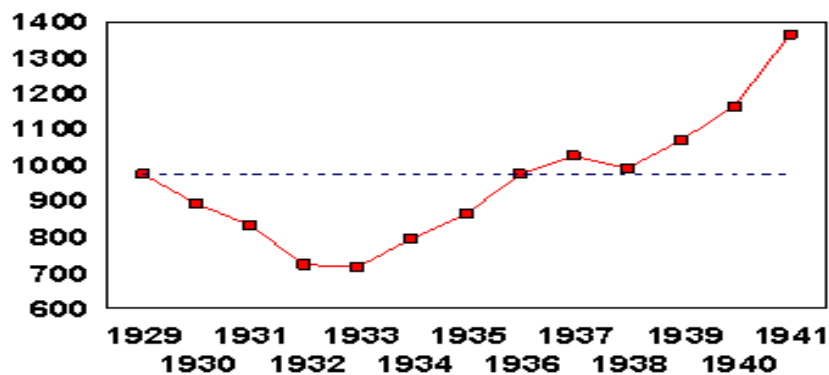
German war payments to Allies fall off.

U.S. investors have little or no money to invest.

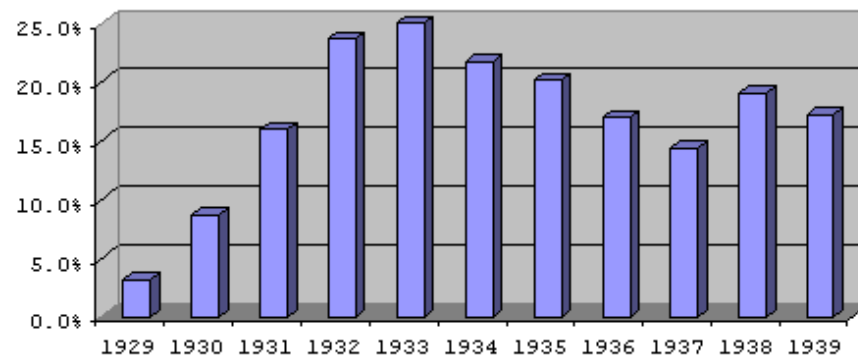
U.S. investments in Germany decline.



## Real GDP - Great Depression



## Unemployment in the Great Depression





# DUST BOWL (1930 – 1936)

Massive drought & soil displacement in the West.  
Led to loss of land, crop, animals, & human displacement





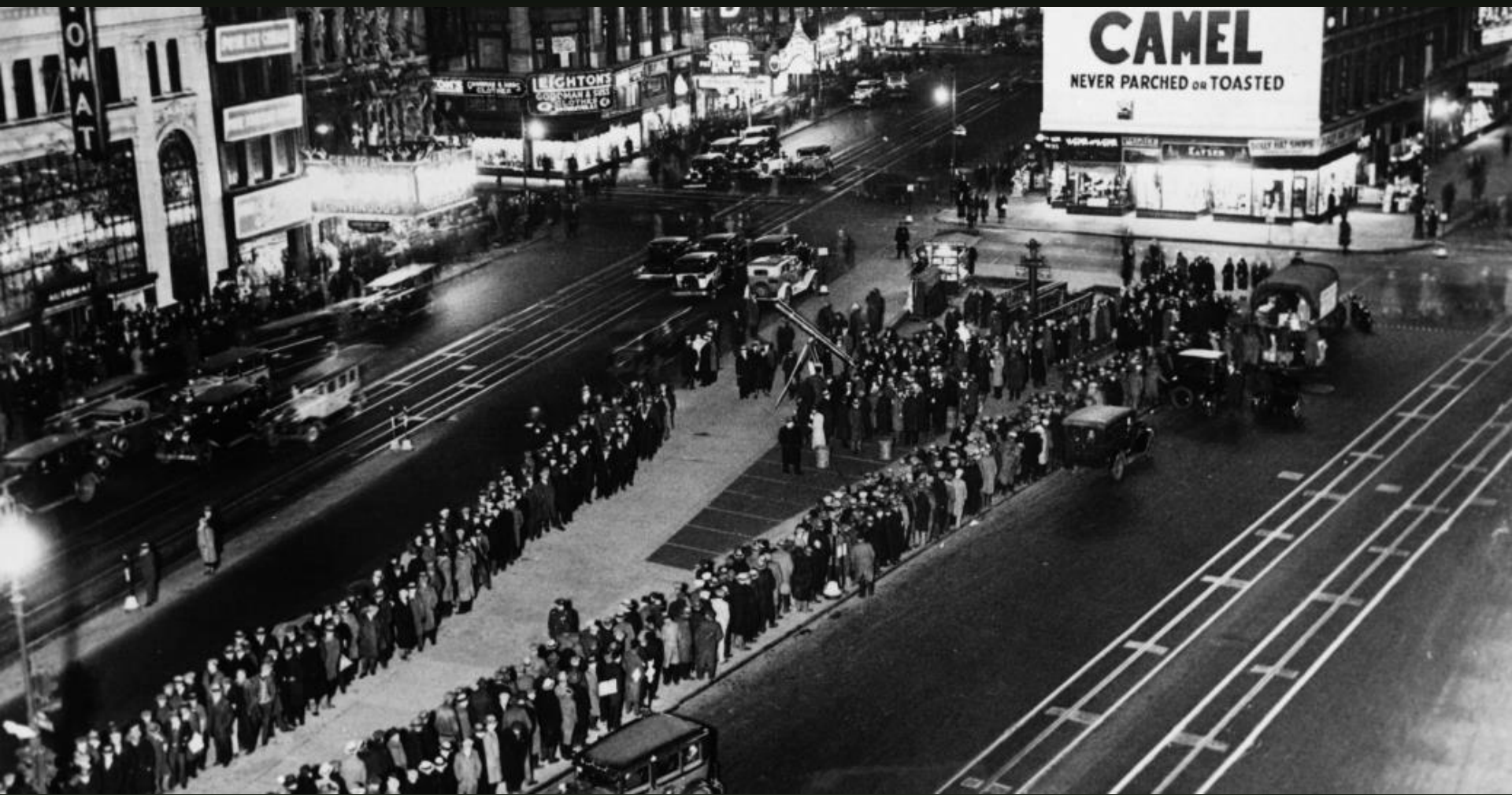


INCREASE  
STATE  
APPROPRIATION  
FOR RELIEF  
OF SCHOOL CHILDREN

WE DEMAND FREE  
FOOD  
AND CLOTHING  
FOR CHILDREN  
OF UNEMPLOYED

WE WANT  
FREE FOOD  
WE WANT  
FREE FOOD

WE REFUSE  
TO





ROYAL HOTEL  
ROOMS  
50¢ & UP

TACOMA  
COMMONS  
MISSION

# WORLD'S HIGHEST STANDARD OF LIVING



*There's no way  
like The  
American Way*







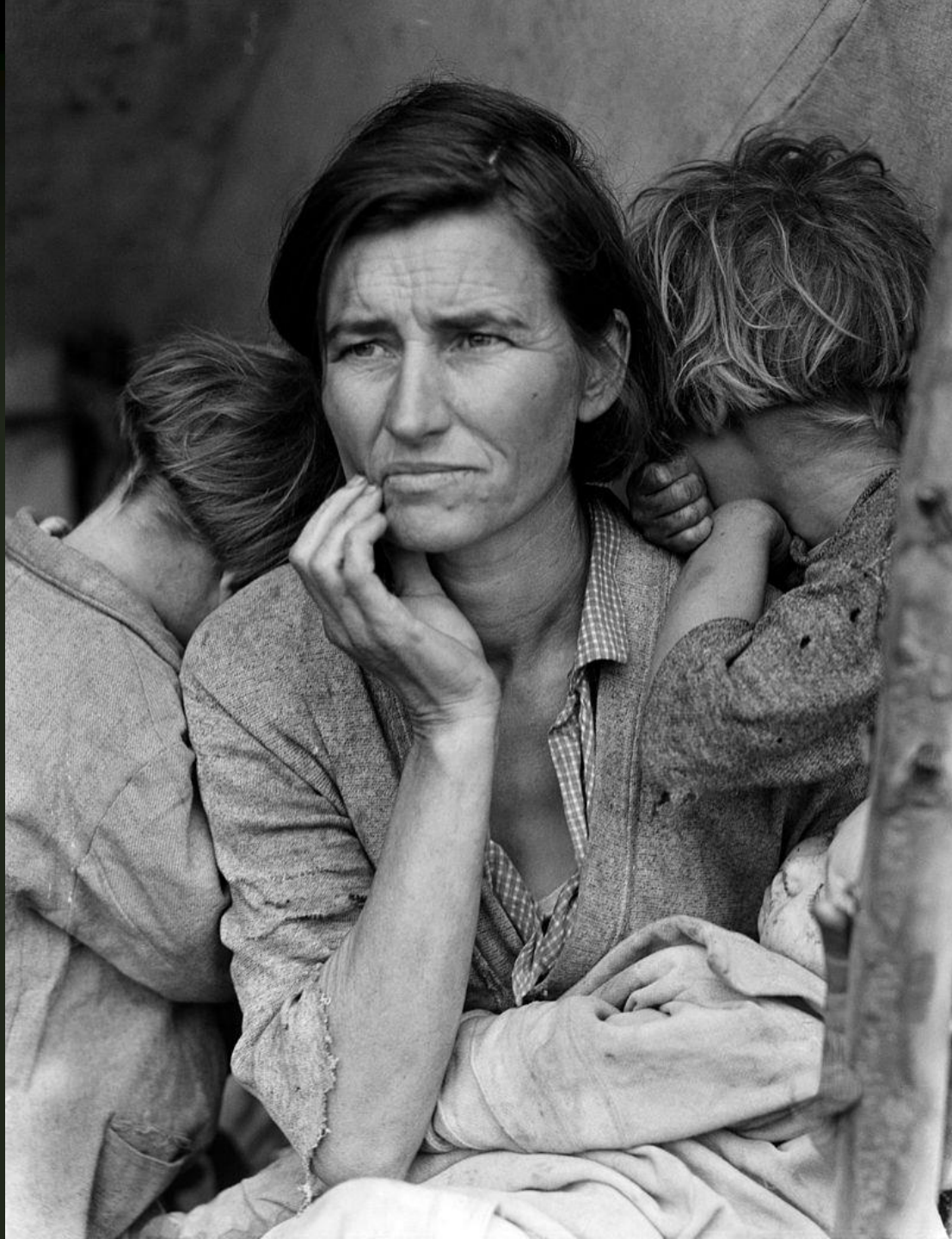


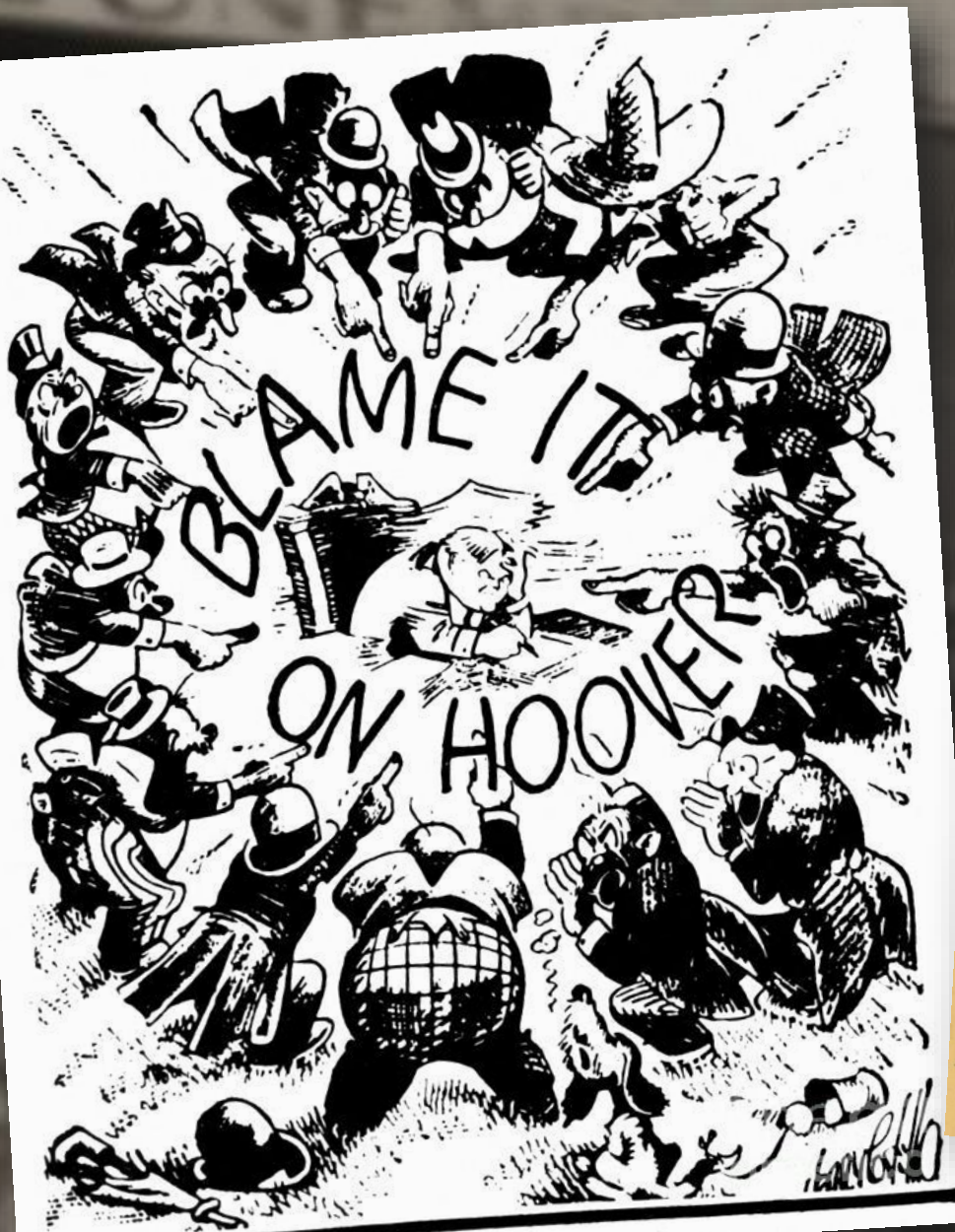
THE COUNTRY PACKING CO.

2X  
24

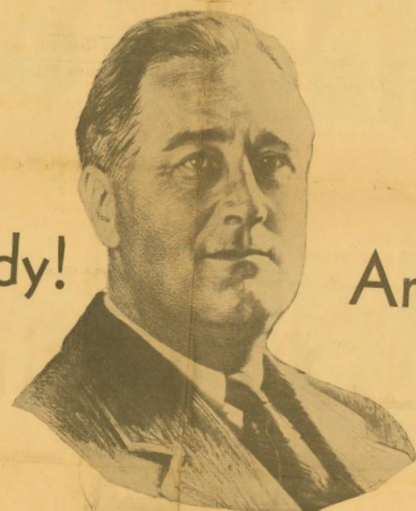
FRESH  
MAXWELL







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



# He's Ready!

# Are You?

# WE NEED ACTION!

FROM  
PRESIDENT HOOVER'S  
ACCEPTANCE SPEECH  
*August 11, 1928*

"We in America today are nearer to the final triumph over poverty than ever before in the history of any land. The poorhouse is vanishing from among us. We have not yet reached the goal, but given a chance to go forward with the policies of the last eight years (Harding and Coolidge), and we shall soon, with the help of God, be in sight of the day when poverty will be banished from this nation."

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

Twelve years of reactionary policies have brought the nation to the worst crisis in its history; 11,000,000 idle laborers, 30,000,000 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!

THE NATION DEMANDS CONSTRUCTIVE LEADERSHIP!  
*ELECT . . . ROOSEVELT . . . ELECT*

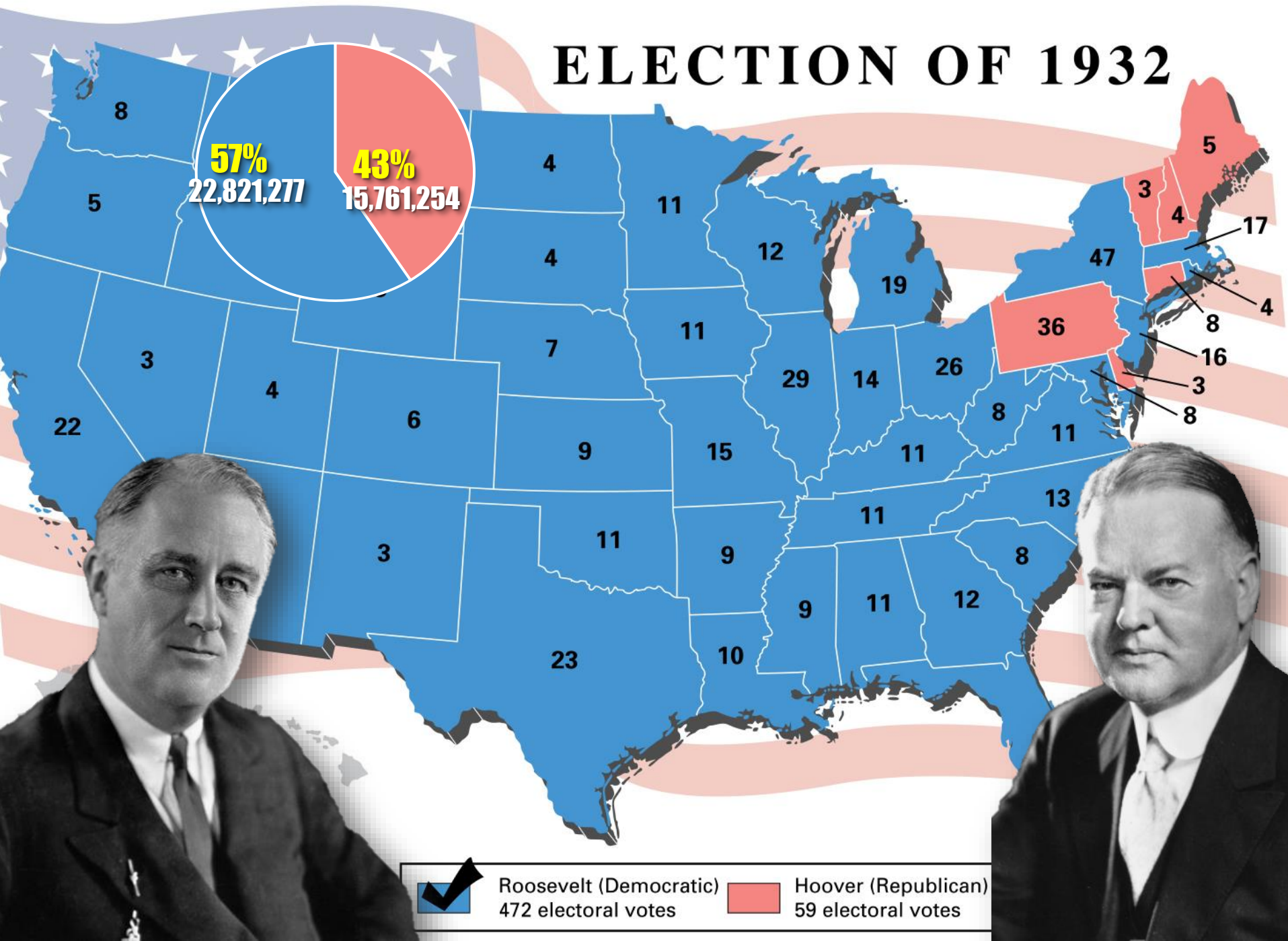
Throughout the Nation, men and women, forgotten in the political philosophy of the Government of the last years look to us here for guidance and for more equitable opportunity to share in the distribution of national wealth.

On the farms, in the large metropolitan areas, in the smaller cities and in the villages, millions of our citizens cherish the hope that their old standards of living and of thought have not gone forever. Those millions cannot and shall not hope in vain.

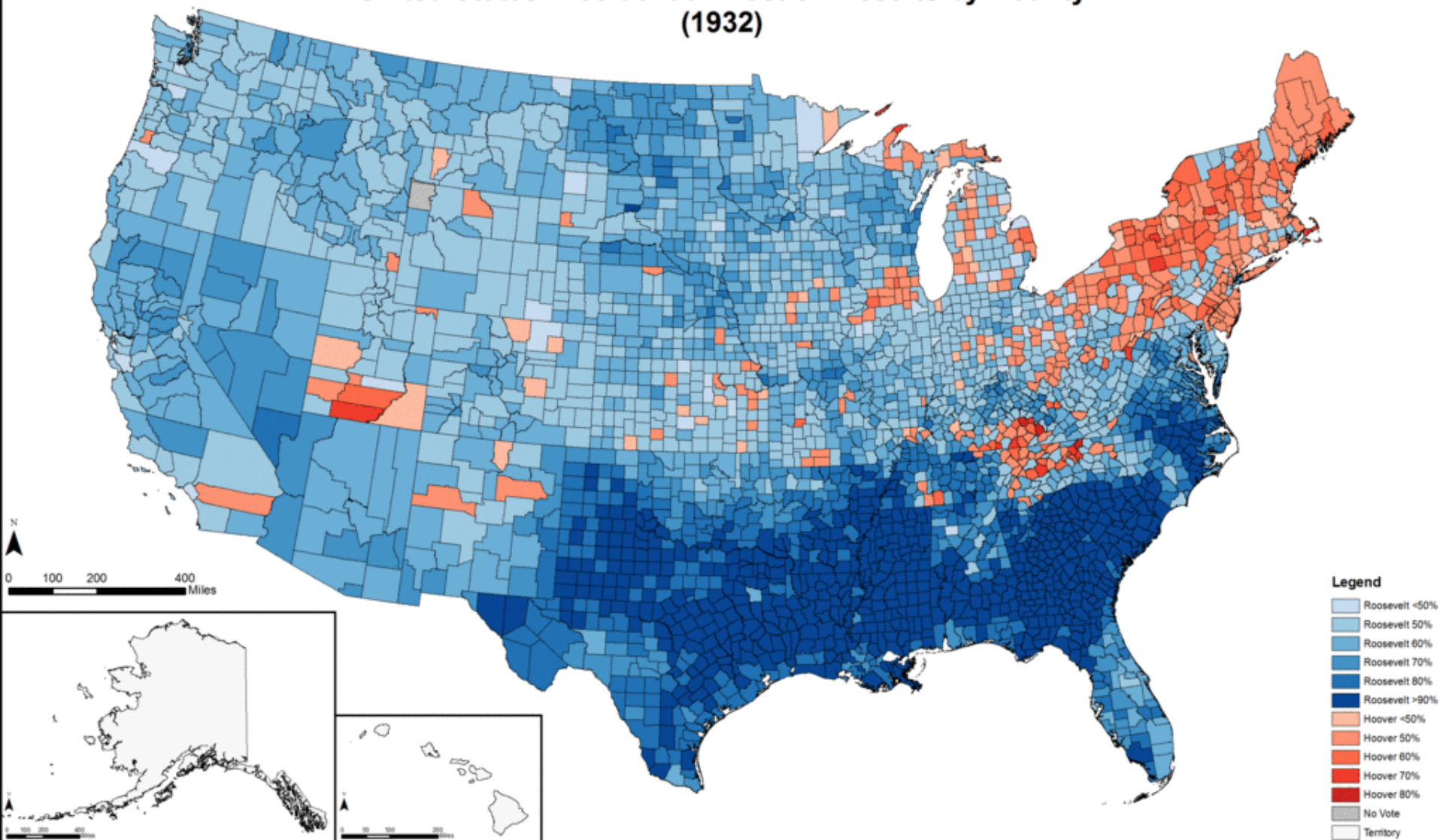
I pledge you, I pledge myself, to a new deal for the American people. Let us all here assembled constitute ourselves prophets of a new order of competence and of courage. This is more than a political campaign; it is a call to arms. Give me your help, not to win votes alone, but to win in this crusade to restore America to its own people.

**– FDR Address Accepting the Presidential Nomination at the Democratic National Convention in Chicago –**

# ELECTION OF 1932



# United States Presidential Election Results by County (1932)



Mar. 4, 1933

THE

Price 15 cents

# NEW YORKER

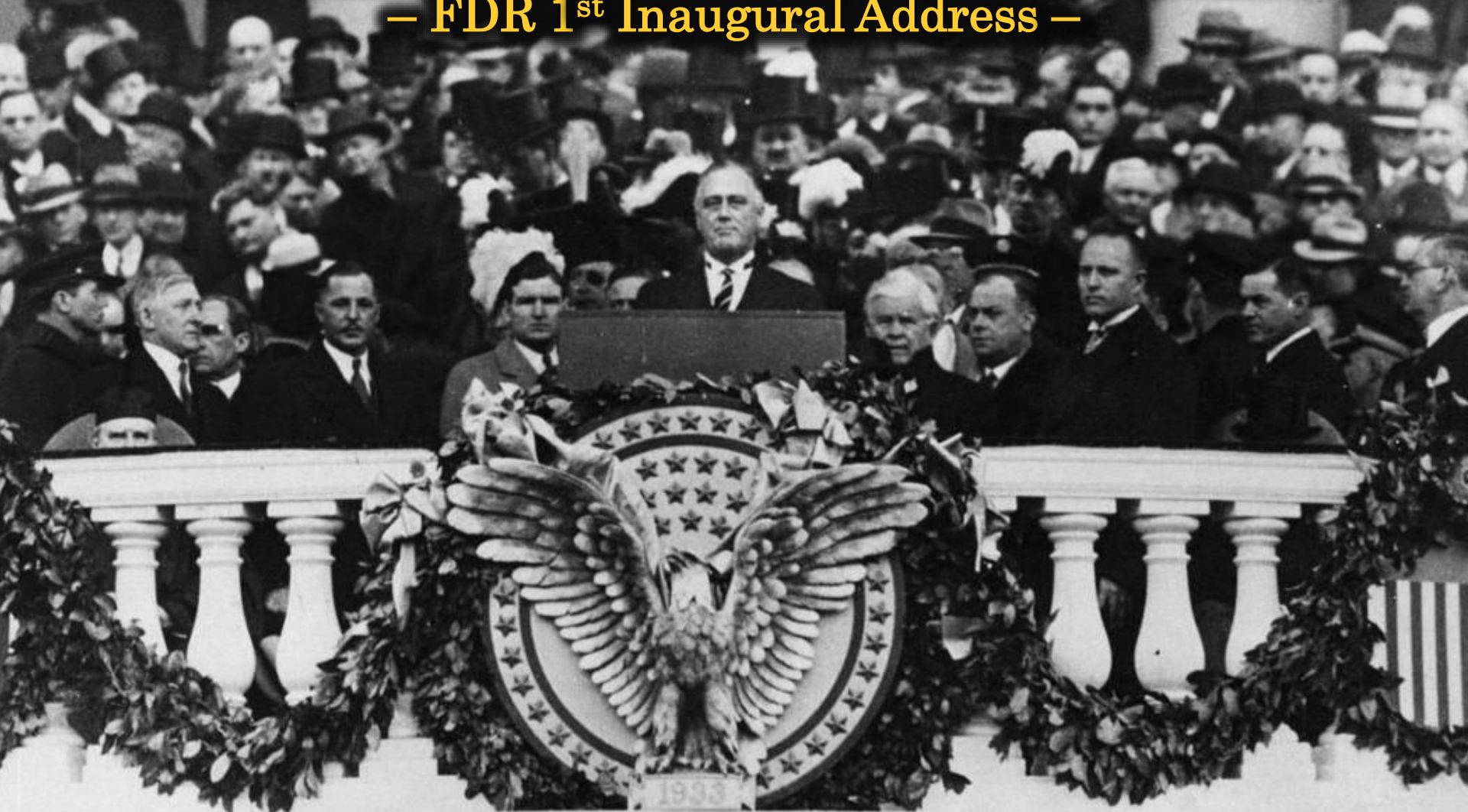


fine art  
america



“Let me assert my firm belief that the only thing we have to fear is fear itself; nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance.”

— FDR 1<sup>st</sup> Inaugural Address —



Born & raised in NY Crippled by polio (1921)

**4<sup>th</sup> cousin of Teddy ROOSEVELT**

Several affairs Life long stamp collector

1<sup>st</sup> women to cabinet:

Francis Perkins

**Fireside chats**

**NEW DEAL**

“packing” the Supreme Court

1<sup>st</sup> to fly

**WORLD WAR II**

in plane

Eleanor R. was his 5th cousin

**4 TERMS AS  
PRESIDENT**

A black and white portrait of Franklin D. Roosevelt, showing him from the chest up, wearing a suit and tie. The portrait is positioned on the right side of the image, partially overlapping the text.

Franklin Delano  
**Roosevelt**

**32<sup>nd</sup> President 1882-1945**

# The New Deal focused on the three “Rs”

## NEW DEAL PROGRAMS

### Relief

Relief checks and job programs to lower unemployment



### Recovery

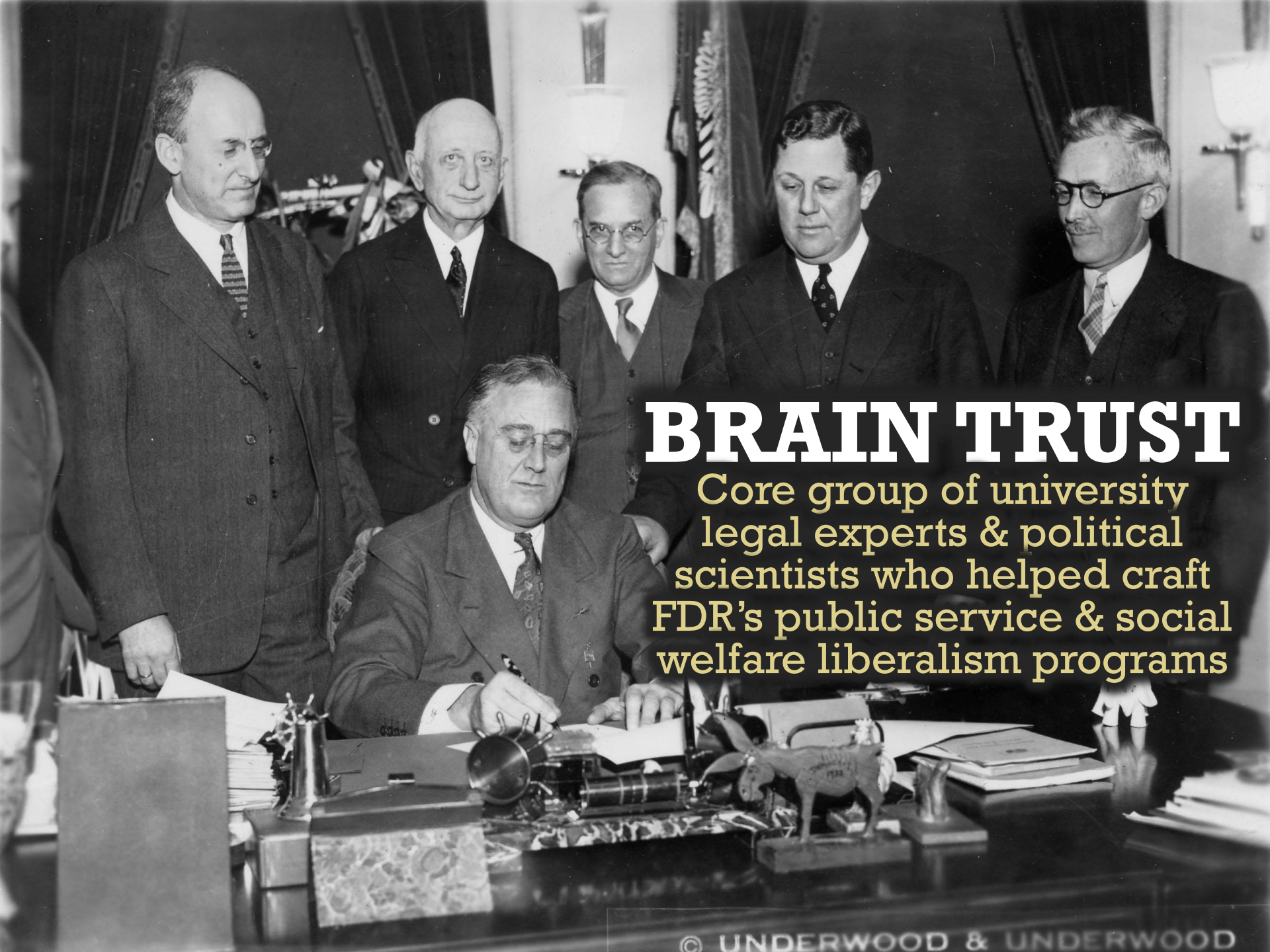
Programs to stimulate agriculture, industry, and the economy to end the depression



### Reform

Programs to correct problems in the economy and prevent future depressions





# BRAIN TRUST

Core group of university  
legal experts & political  
scientists who helped craft  
FDR's public service & social  
welfare liberalism programs



# **FIRESIDE CHATS**

Broadcasts over radio to the American people in which FDR explained New Deal programs in plain language.  
Personalized the presidency.

# Eleanor Roosevelt

FDR's "legs & eyes"

First 1<sup>st</sup> Lady to tour, give lectures,  
radio broadcasts, & write columns

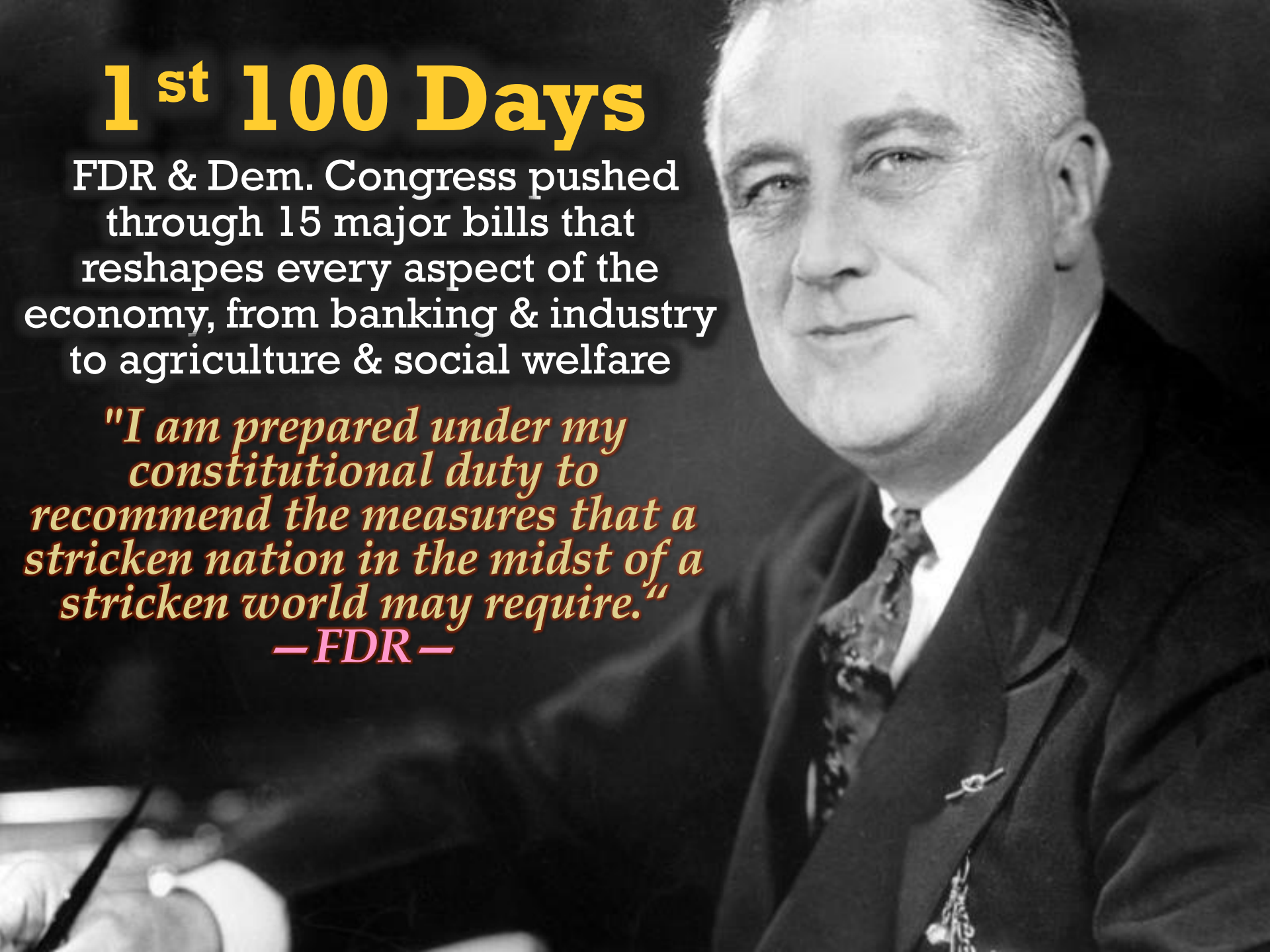


# 1<sup>st</sup> 100 Days

FDR & Dem. Congress pushed through 15 major bills that reshapes every aspect of the economy, from banking & industry to agriculture & social welfare

*"I am prepared under my constitutional duty to recommend the measures that a stricken nation in the midst of a stricken world may require."*

*—FDR—*



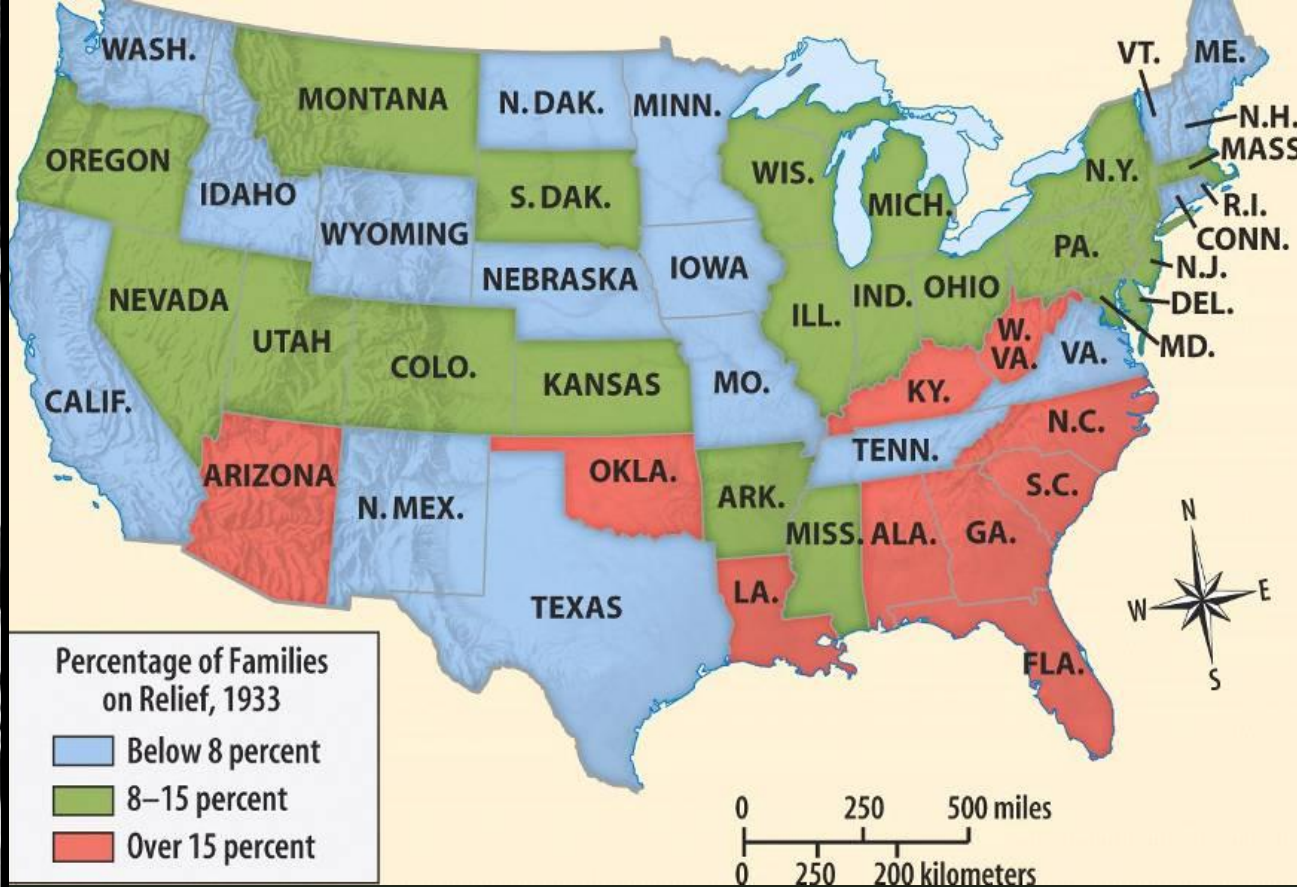
# BANK HOLIDAY

All banks were closed and inspected to determine their "health." Only healthy banks could reopen

Number of Bank Failures, 1921-1950



BY 1933 SOME 25,000 BANKS HAD FAILED



# RELIEF CHECKS

Government provided unemployment relief checks to 15 % of Americans

1 1892 1945 Franklin D. Roosevelt	NUMBER ————— 4 Corresponds to back										1933 1936	BEGINNING DATE END DATE	NUMBER ————— 58	1891 1979	DATE OF BIRTH DATE OF DEATH	2 1884 1962 Eleanor Roosevelt													
3 1932 1993 RFC RECONSTRUCTION FINANCE CORP.	4 1933 1936 AAA AGRICULTURAL ADJUSTMENT ADMIN.	PROGRAM TITLE — AGRICULTURAL ADJUSTMENT ADMIN.										AAA	PROGRAM ACRONYM	Rexford Tugwell										NAME					
11 1933 1935 HOLC HOME OWNERS LOAN CORP.	12 1933 1936 NIRA NATIONAL INDUSTRIAL RECOVERY ACT											5 1933 1942 CCC CIVILIAN CONSERVATION CORP.	6 1933 PRESENT CCC COMMODITY CREDIT CORP.	7 1933 1934 CWA CIVIL WORKS ADMINISTRATION	8 1933 PRESENT FCA FARM CREDIT ADMINISTRATION	9 1933 PRESENT FDIC FEDERAL DEPOSIT INSURANCE CORP.	10 1933 1935 FERA FEDERAL EMERGENCY RELIEF AGENCY												
19 1934 1961 FFMC FEDERAL FARM MORTGAGE CORP.	20 1934 PRESENT FHA FEDERAL HOUSING ADMINISTRATION	46 1891 1953 Edward Flynn	47 1873 1952 William Green	48 1891 1986 William Harriman	49 1895 1986 Leon Henderson	50 1887 1946 Sidney Hillman	51 1882 1942 Hugh Johnson	52 1900 1949 Edward Stettinius	53 1899 1981 David Lilienthal	54 1880 1964 Douglas MacArthur	55 1878 1975 A.E. Morgan	21 1934 IRA INDIAN REORGANIZATION ACT	22 1934 PRESENT NRAB NATIONAL RAILROAD ADJUSTMENT BOARD	23 1934 1935 NRB NATIONAL RESOURCES BOARD	24 1934 PRESENT SEC SECURITIES AND EXCHANGE COMMISSION	25 1935 PRESENT NLRB NATIONAL LABOR RELATIONS BOARD	26 1935 1936 NBCC NATIONAL BITUMINOUS COAL COMMISSION												
27 1935 1939 NRC NATIONAL RESOURCES COMMITTEE	28 1935 1943 NYA NATIONAL YOUTH ADMINISTRATION	59 1895 1971 Adolf Berle	60 1872 1936 George Dern	61 1888 1976 James Farley	62 1868 1967 John Garner	63 1890 1946 Harry Hopkins	64 1871 1955 Cordell Hull	65 1874 1952 Harold Ickes	66 1891 1967 Henry Morgenthau	56 1886 1968 Francis Biddle	57 1873 1943 George Peek	29 1935 1936 RA RESETTLEMENT ADMINISTRATION	30 1935 PRESENT REA RURAL ELECTRIFICATION ADMINISTRATION	31 1935 PRESENT RRB RAILROAD RETIREMENT BOARD	32 1935 1994 SCS SOIL CONSERVATION SERVICE	33 1935 PRESENT SSA SOCIAL SECURITY ADMINISTRATION	34 1935 1943 WPA WORKS PROGRESS ADMINISTRATION												
35 1936 1950 USMC UNITED STATES MARINE COMMISSION	36 1937 1942 FSA FARM SECURITY ADMINISTRATION	67 1882 1965 Frances Perkins	68 1867 1943 Daniel Roper	69 1862 1939 Claude Swanson	70 1888 1965 Henry Wallace	71 1893 1967 Claude Wickard	72 1868 1934 William Woodin	73 1890 1967 Harry Woodring	74 1870 1956 Homer Cummings	75 1875 1955 Mary Bethune	58 1891 1979 Rexford Tugwell	37 1937 PRESENT USHA UNITED STATES HOUSING AUTHORITY	38 1938 1940 CAA CIVIL AERONAUTICS AUTHORITY	39 1938 PRESENT FCIC FEDERAL CROP INSURANCE CORP.	40 1938 1942 MLB MARITIME LABOR BOARD	41 1938 1941 TNEC TEMPORARY NATIONAL ECONOMIC COMMITTEE	42 1934 1935 BOB BUREAU OF THE BUDGET												
43 1939 1949 FWA FEDERAL WORKS AGENCY	44 1939 1943 NRPB NATIONAL RESOURCES PLANNING BOARD	45 1939 RA REORGANIZATION ACT	76 1874 1956 Jesse Jones	77 1888 1969 Joseph Kennedy	78 1884 1980 Stanley Reed											79 1870 1965 Bernard Baruch	80 1894 1974 Lewis Douglas	81 1890 1977 Marriner Eccles	82 1882 1965 Felix Frankfurter	83 1862 1948 Charles Hughes	84 1892 1954 Robert Jackson	85 1897 1965 Philip LaFollette	86 1895 1953 Robert LaFollette	87 1882 1947 Fiorello LaGuardia	88 1878 1963 Herbert Lehman	89 1886 1975 Raymond Moley	98 1890 1965 Aubrey Williams	99 1890 1962 David Niles	100 1886 1959 Frank Walker
		90 1861 1944 George Norris	91 1872 1945 Thomas Pendergast	92 1882 1961 Samuel Rayburn	93 1896 1973 Samuel Rosenman	94 1877 1953 Robert Wagner	95 1882 1975 Burton Wheeler	96 1894 1983 Benjamin Cohen	97 1900 1981 Thomas Corcoran	101 Great Depression	102 Blue Eagle	103 Green Belt Program	104 "Court Packing"	105 Prohibition	106 Hoover Dam														

KEY

THE ROOSEVELTS  
PROGRAMS

NRA AFFILIATES

AGRICULTURE AFFILIATES

CABINET MEMBERS

1-2

3-45

46-62

53-68

59-74

NYA AFFILIATES

ADVISORS AND SUPPORTERS

PUBLIC WORKS AFFILIATES

NEW DEAL EVENTS

75

76-78

79-97

98-100

101-106

KEY

THE ROOSEVELTS

PROGRAMS

NRA AFFILIATES

AGRICULTURE AFFILIATES

CABINET MEMBERS

NYA AFFILIATES

ECONOMIC AFFILIATES

ADVISORS AND SUPPORTERS

PUBLIC WORKS AFFILIATES

NEW DEAL EVENTS



FRANKLIN D. ROOSEVELT'S PERIODIC TABLE

NEW DEAL PROGRAMS





# C.C.C.

Put to work over 3  
million young men  
aged 18-25 building  
roads, parks, & soil  
erosion projects

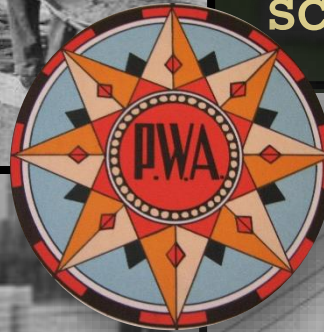




# P.W.A.

## Public Works Adm

Employed 2 million to  
build airports, dams,  
schools, hospitals, parks



# S.E.C.

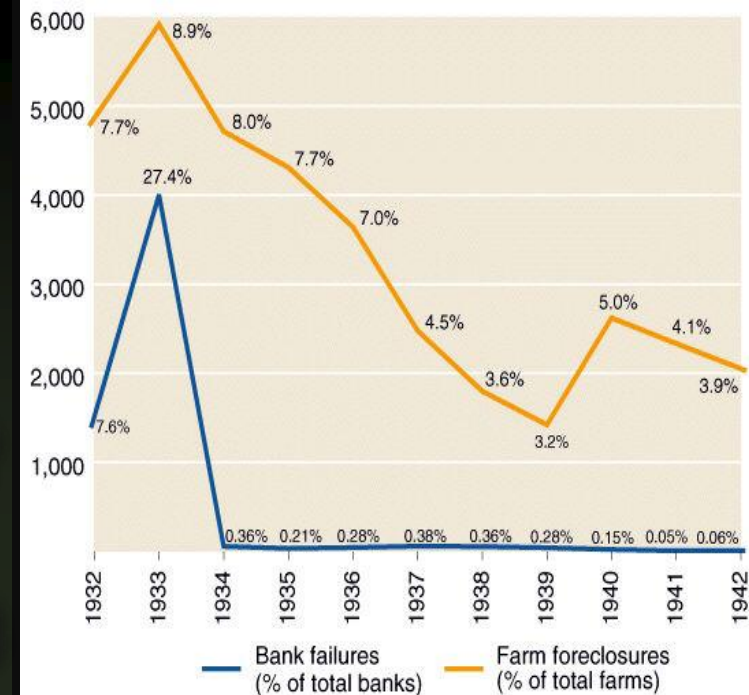
Formed to regulate  
the stock exchange  
& ensure protection  
for investors



# A.A.A.

## Agricultural Adjustment Act

Paid farmers to limit production so prices of their products would go up and more money in their pockets





# W.P.A.

**Works Progress Adm.**

Created to provide as many as 10 million jobs for men, women, and youths in building projects





Each depositor insured to at least \$250,000

*Backed by  
the full faith  
and credit  
of the  
United States  
government*



# FDIC

Federal Deposit Insurance Corporation-[www.fdic.gov](http://www.fdic.gov)

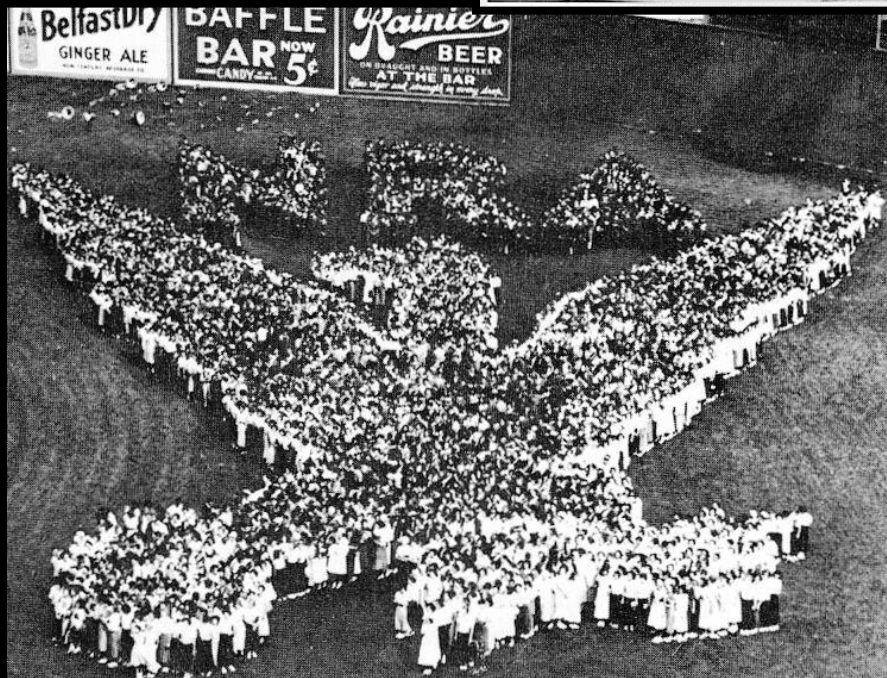
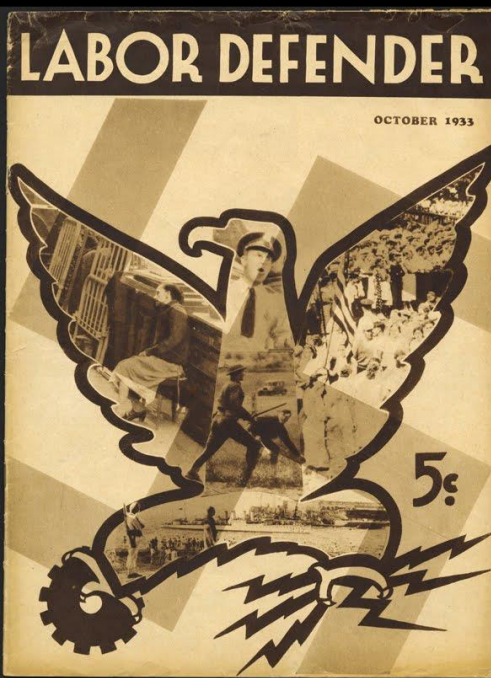


# F.D.I.C.

Provide insurance  
to depositors in  
commercial banks.

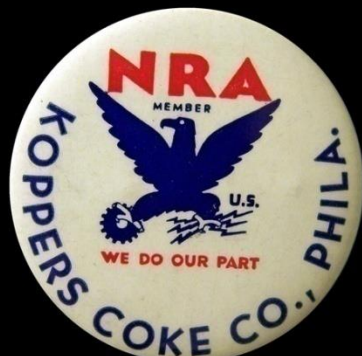
# N.I.R.A.

**National Indust. Recovery Act**  
Industry-wide codes intended to eliminate unfair trade practices, reduce unemployment, establish minimum wages and maximum hours, and guarantee the right of labor to bargain collectively.

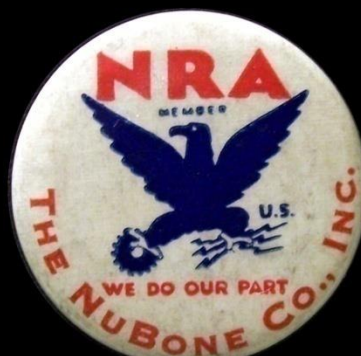




MO 1975.176.6



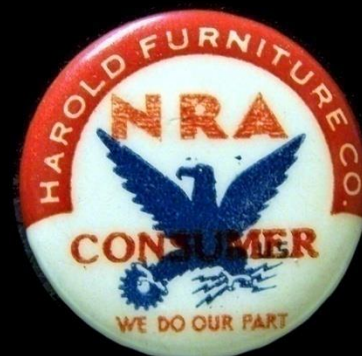
MO 1975.176.22



MO 1975.176.24



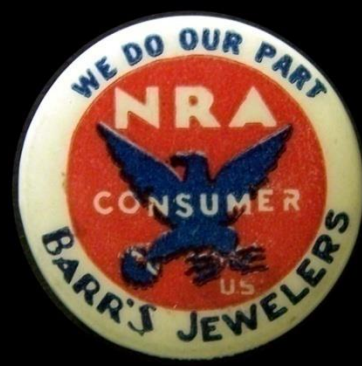
MO 1975.176.31



MO 1975.176.49



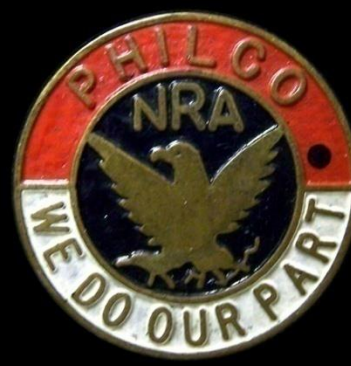
MO 1975.176.52



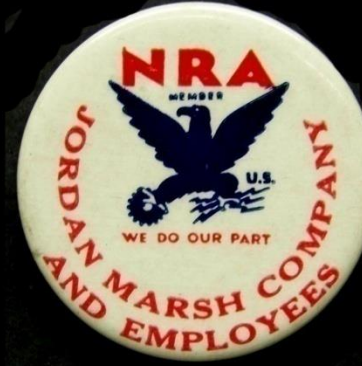
MO 1975.176.53



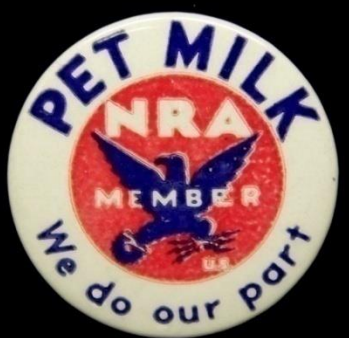
MO 1975.176.54



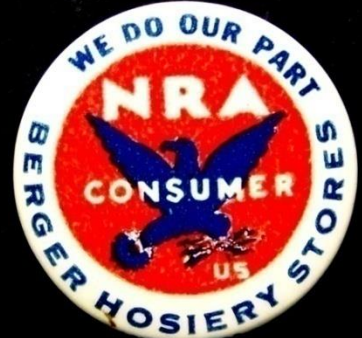
MO 1975.176.55



MO 1975.176.64



MO 1975.176.66



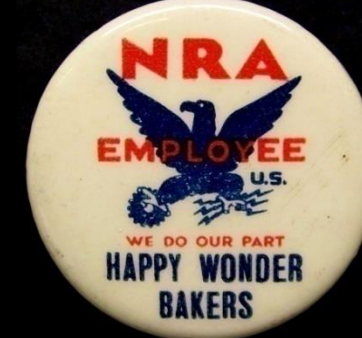
MO 1975.176.69



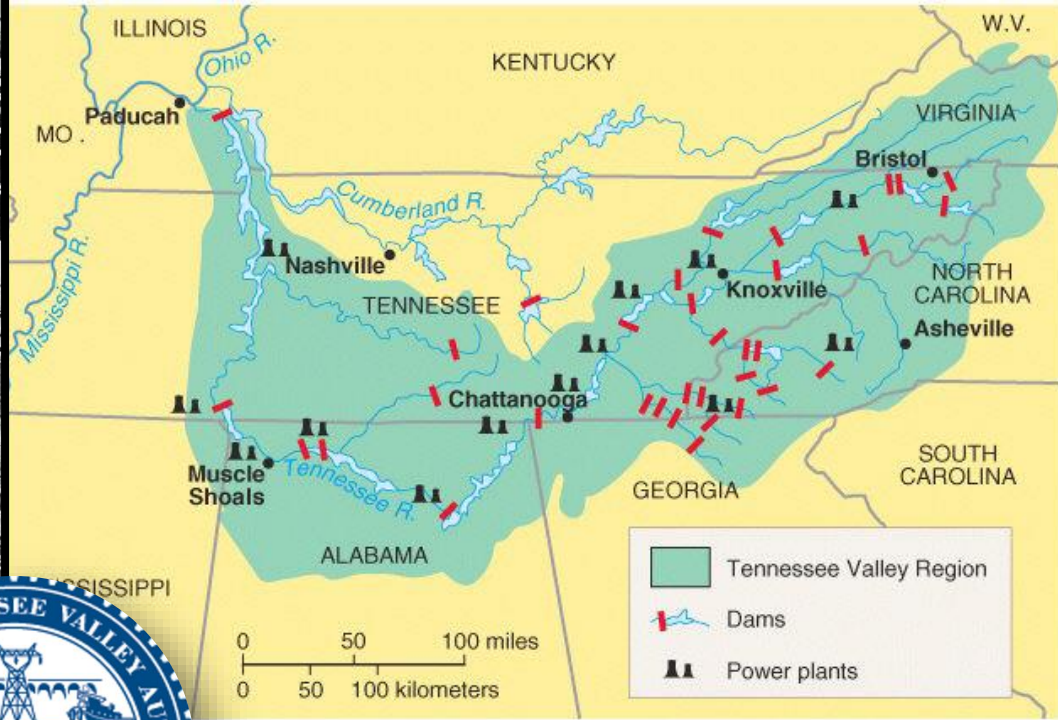
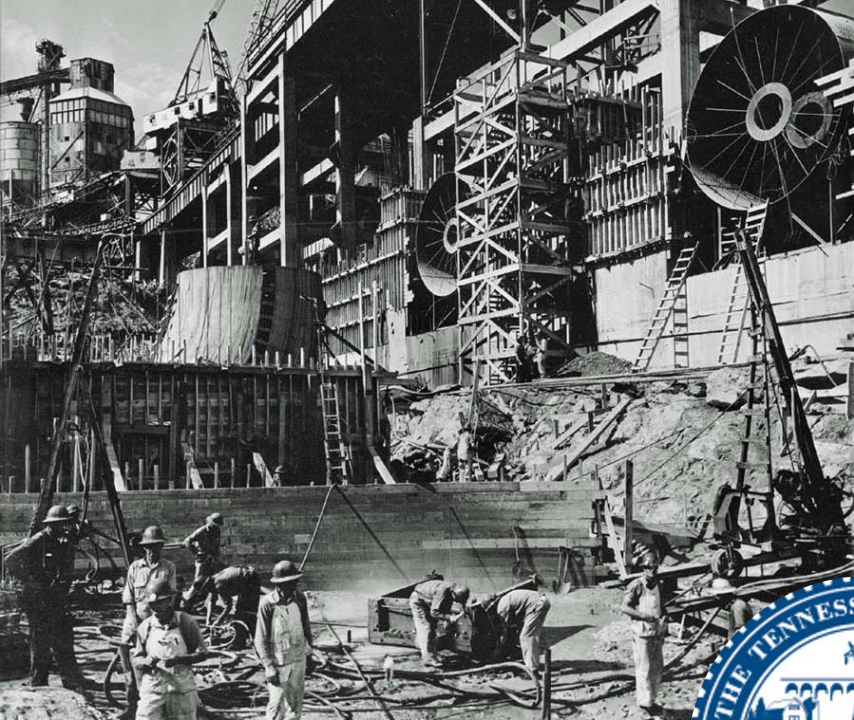
MO 1975.176.70



MO 1975.176.72



MO 1975.176.76



# T.V.A.

Transform the disadvantaged areas of the Tennessee Valley.

Its goals included soil conservation, health services for farmers, removing poor land from use, & supplying hydro-electric power

## PICTORIAL MAP - NO SCALE



# S.S.A.

**Social Security Act**  
formed to provide  
assistance to retirees  
over the age of 65

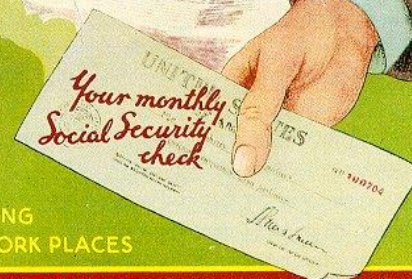


*A monthly check  
to you -*

FOR THE REST  
OF YOUR LIFE  
•• BEGINNING  
WHEN YOU ARE  
65

GET YOUR  
SOCIAL SECURITY  
ACCOUNT NUMBER  
*promptly*

APPLICATIONS ARE BEING  
DISTRIBUTED AT ALL WORK PLACES



**WHO IS ELIGIBLE.** •• EVERYBODY WORKING FOR SALARY OR WAGES (WITH ONLY A FEW EXCEPTIONS, SUCH AS AGRICULTURE, DOMESTIC SERVICE, AND GOVERNMENT WORK). APPLICATIONS FOR SOCIAL SECURITY ACCOUNTS ARE AVAILABLE THROUGH EMPLOYERS. IF YOU DO NOT GET ONE FROM YOUR EMPLOYER, ASK FOR ONE AT THE POST OFFICE.



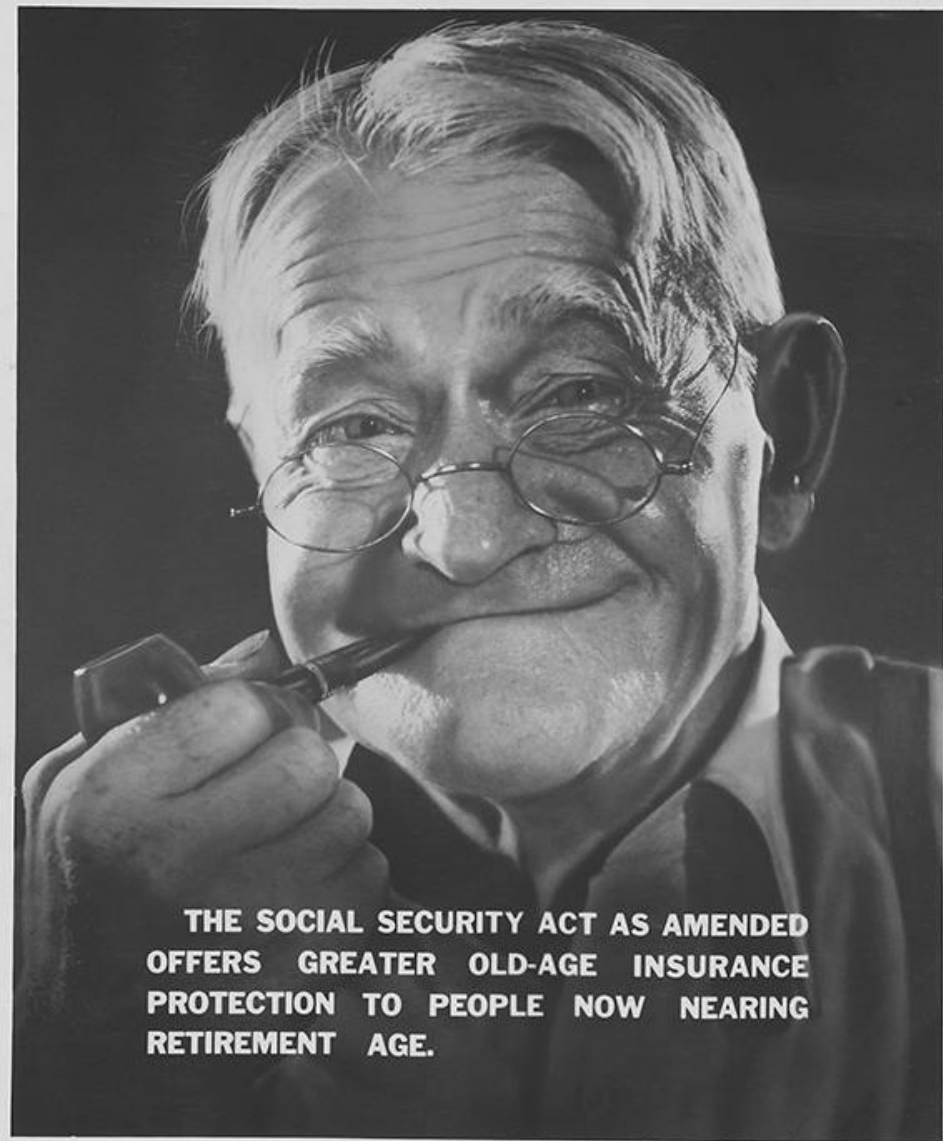
**HOW TO RETURN APPLICATION**

1. HAND IT BACK TO YOUR EMPLOYER, *or*
2. HAND IT TO ANY LABOR ORGANIZATION OF WHICH YOU ARE A MEMBER, *or*
3. HAND IT TO YOUR LETTER CARRIER, *or*
4. DELIVER IT TO LOCAL POST OFFICE, *or*
5. MAIL IT IN A SEALED ENVELOPE  
ADDRESSED: POSTMASTER, LOCAL  
**DO IT NOW. NO POSTAGE NEEDED.**

*- Social Security Board*

**INFORMATION** MAY BE OBTAINED  
AT ANY POST OFFICE

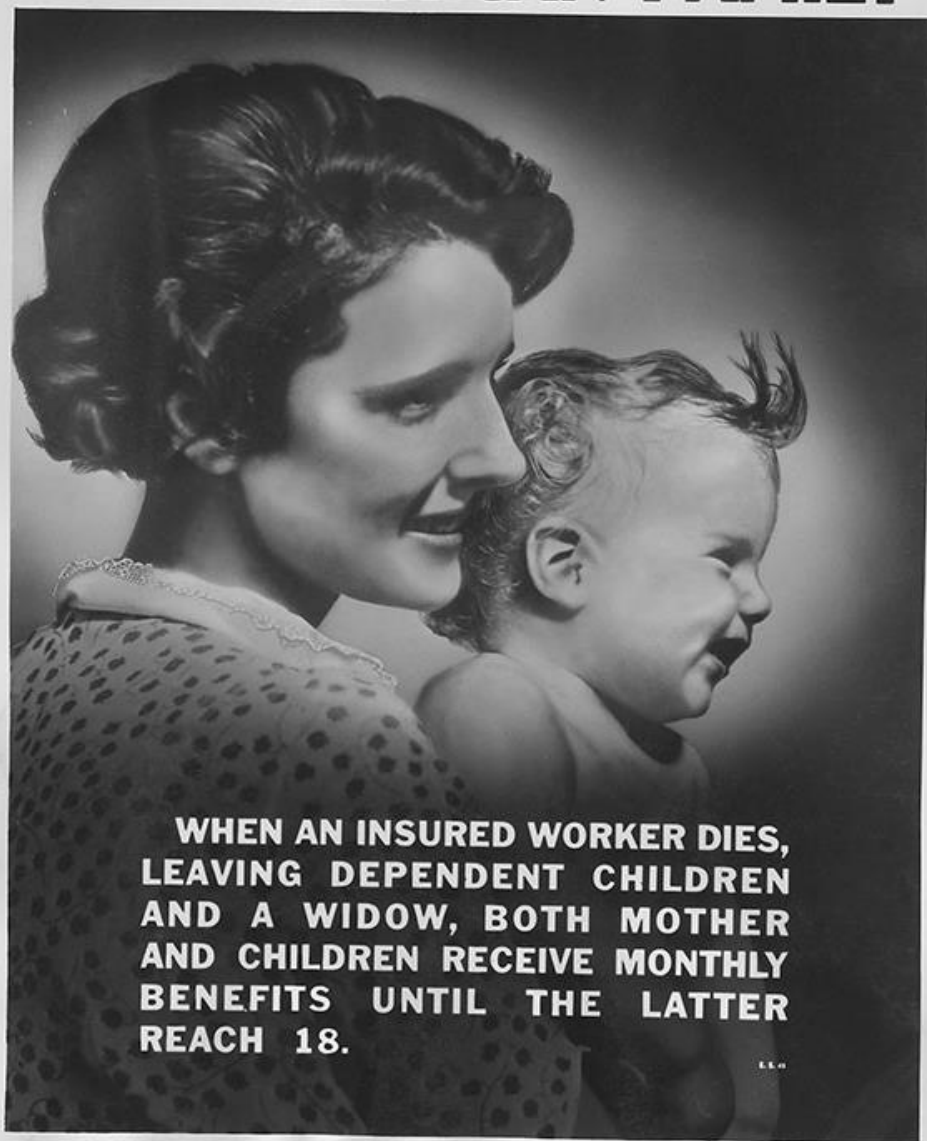
# **MORE SECURITY FOR THE AMERICAN FAMILY**



**THE SOCIAL SECURITY ACT AS AMENDED  
OFFERS GREATER OLD-AGE INSURANCE  
PROTECTION TO PEOPLE NOW NEARING  
RETIREMENT AGE.**

**FOR INFORMATION WRITE OR CALL AT THE NEAREST FIELD OFFICE OF THE  
SOCIAL SECURITY BOARD**

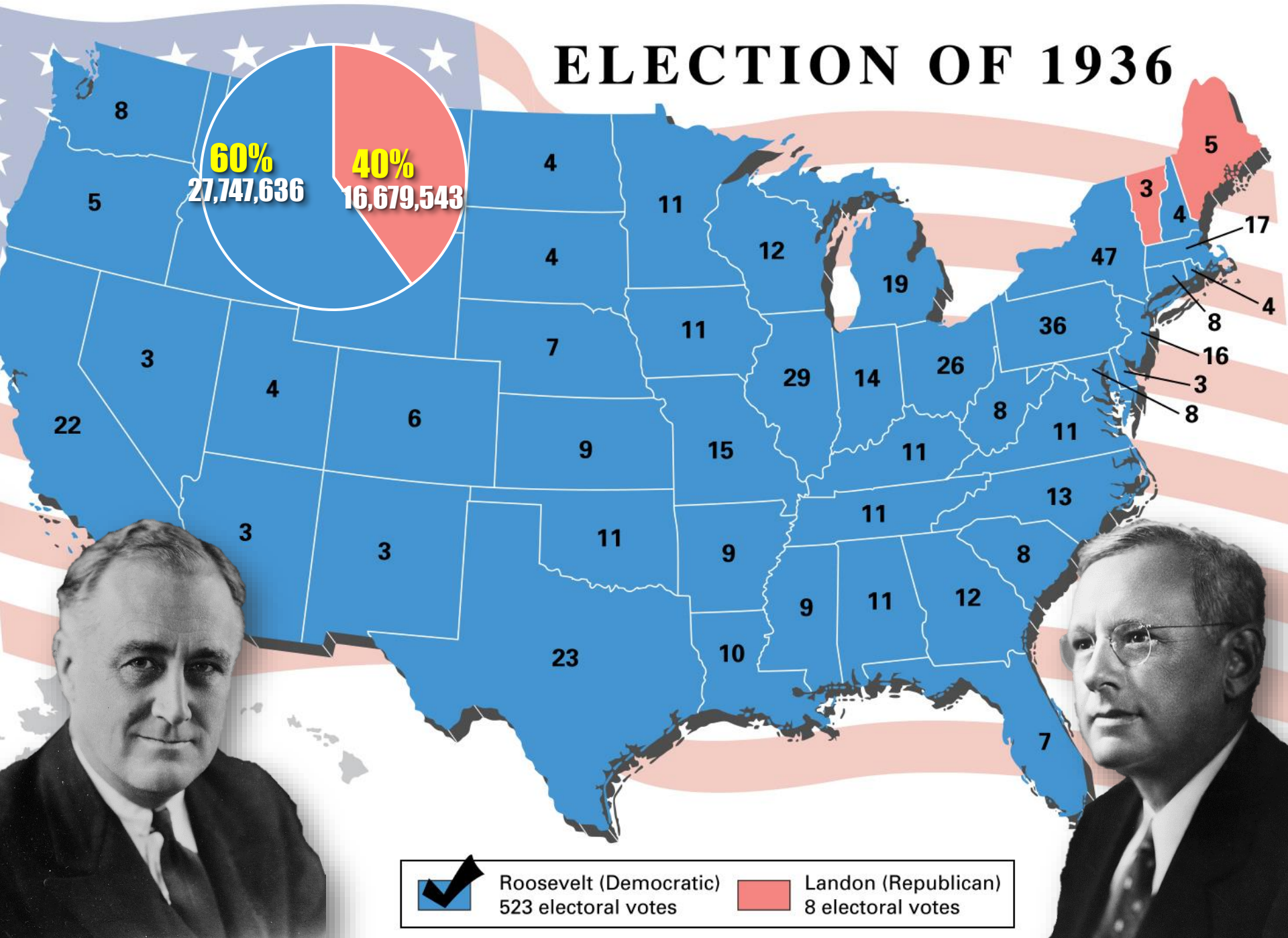
# **MORE SECURITY FOR THE AMERICAN FAMILY**



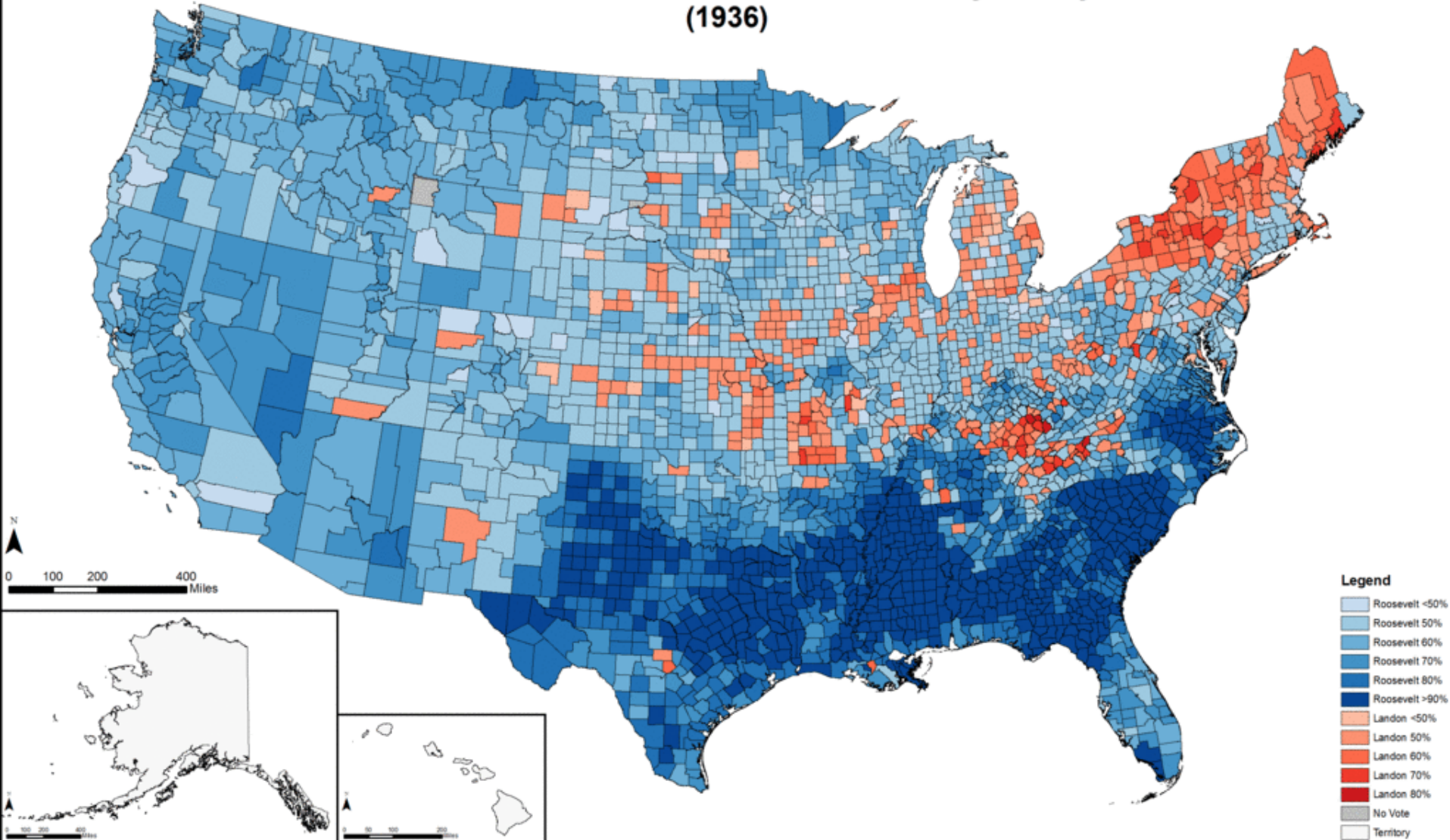
**WHEN AN INSURED WORKER DIES,  
LEAVING DEPENDENT CHILDREN  
AND A WIDOW, BOTH MOTHER  
AND CHILDREN RECEIVE MONTHLY  
BENEFITS UNTIL THE LATTER  
REACH 18.**

**FOR INFORMATION WRITE OR CALL AT THE NEAREST FIELD OFFICE OF THE  
SOCIAL SECURITY BOARD**

# ELECTION OF 1936



# United States Presidential Election Results by County (1936)









OLD RELIABLE!



JUST IN CASE THEY EVER WANTED TO SLOW DOWN..

DES MOINES REGISTER - MARCH 5, 1938



**SCHECHTER POULTRY V. UNITED STATES (1935)**

**UNITED STATES V. BUTLER (1936)**

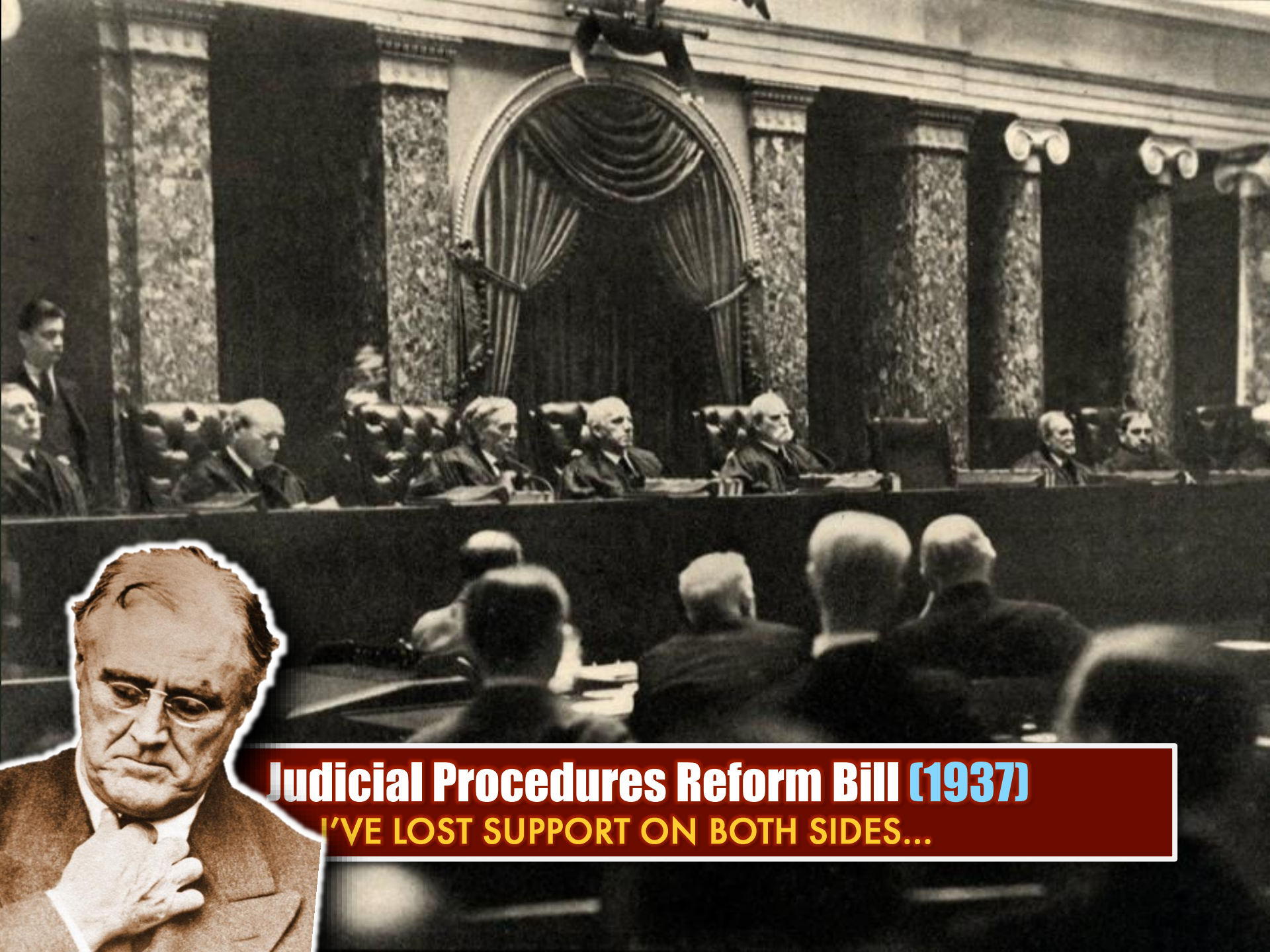
**Shot down the A.A.A. & N.R.A.**

**Chief Justice  
Charles Evans Hughes  
r. 1930-1941**



**Judicial Procedures Reform Bill (1937)**

**Add 6 Justices who will do as I say!!**



## Judicial Procedures Reform Bill (1937)

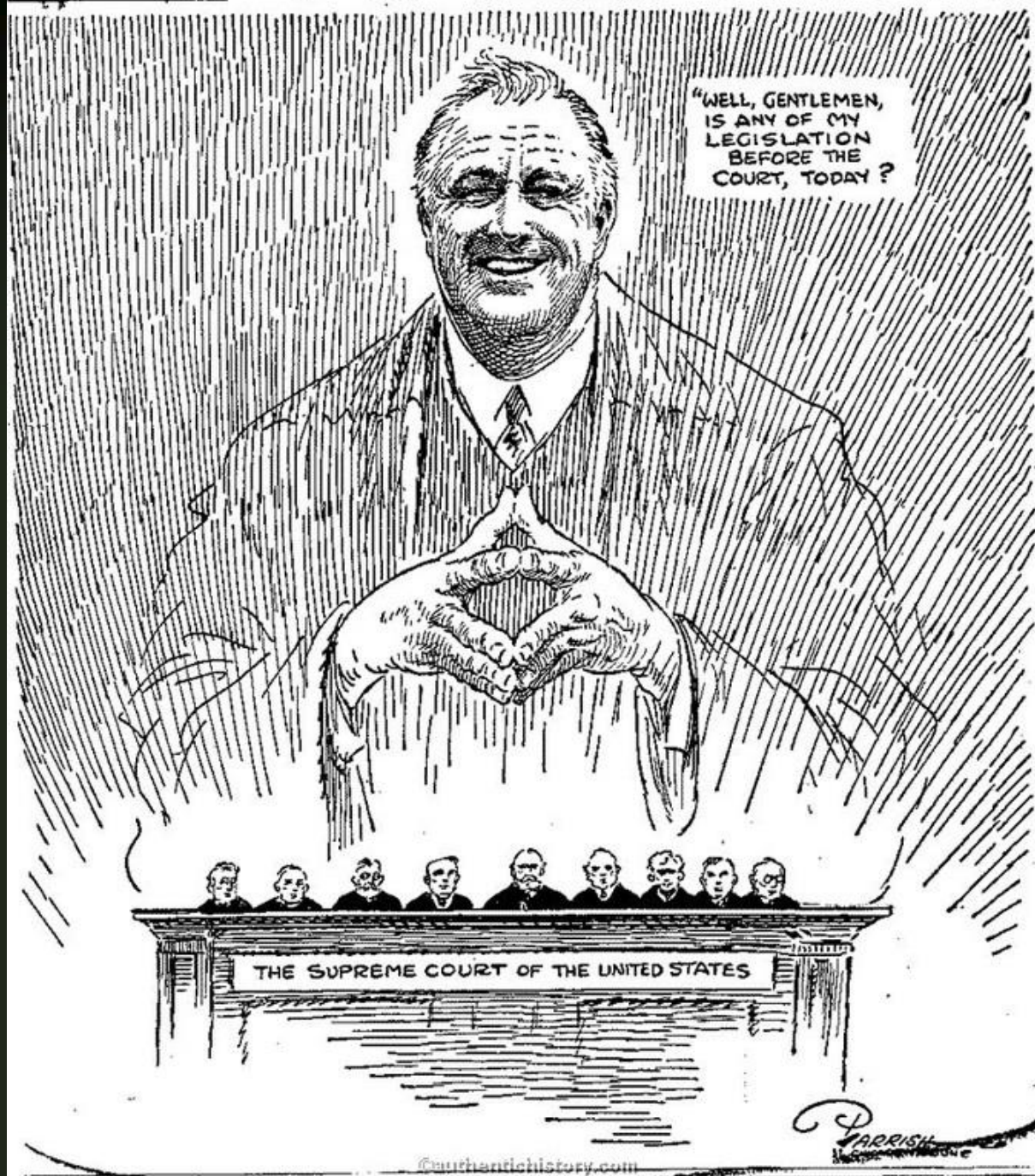
I'VE LOST SUPPORT ON BOTH SIDES...

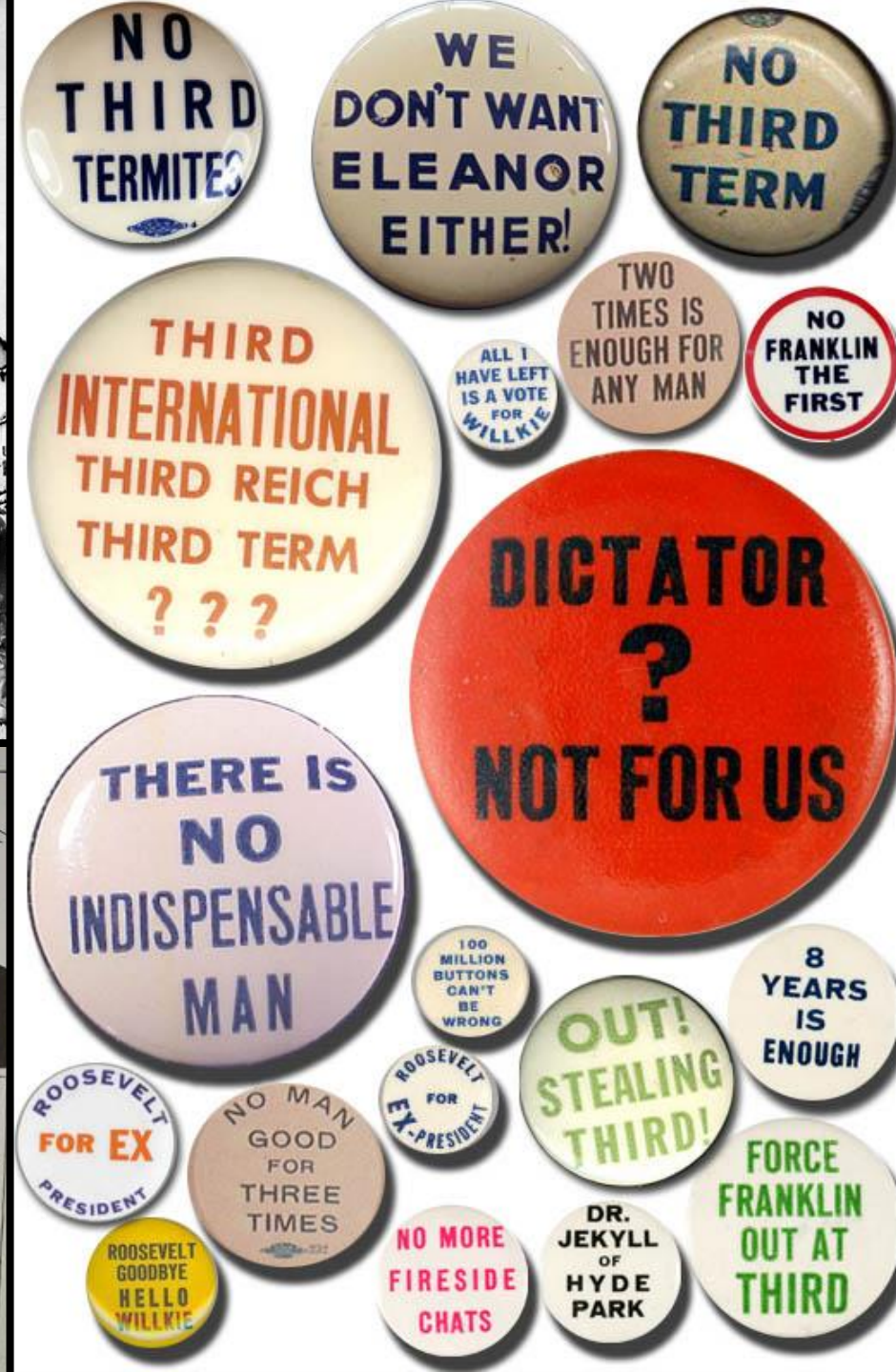
# TRYING TO CHANGE THE UMPIRING



COLUMBUS (OHIO) DISPATCH  
FEBRUARY 10, 1937  
From the holdings at the FDR Library

# THE SUPREME COURT







**A Challenge FOR HUMANITY**

FROM THE NATION'S CAPITOL AMERICA

IS CALLING FOR THE MAN WHO CAN CLIMB THESE STEPS OF ACHIEVEMENT

DEMOCRACY HAS NOT FAILED

THE NEW DEAL IS THE ONLY DEAL

NATIONAL LABOR RELATIONS ACT  
SOIL CONSERVATION  
FLOOD CONTROL  
FARM RELIEF  
FEDERAL HOUSING ACT  
W. P. A. AND P. W. A.  
WAGES AND HOURS ACT  
NATIONAL YOUTH ADMINISTRATION  
SECURITIES EXCHANGE ACT  
RECONSTRUCTION FINANCE CORPORATION  
C. C. C. CAMPS  
CHILD LABOR ACT  
FEDERAL DEPOSIT INSURANCE  
SOCIAL SECURITY LAWS  
HOME OWNERS' LOAN CORPORATION  
BANKING REFORM LAWS  
REPEAL 18th AMENDMENT  
WAGNER LABOR ACT

© 400 (1940)

**VOTE THE DEMOCRATIC TICKET**

General Election November 5, 1940

**GUARD YOUR GAINS in STATE and NATION**

ELECT THESE EXPERIENCED DEMOCRATS

For United States Senator **HARRY S. TRUMAN**

For President **FRANKLIN D. ROOSEVELT**

For Governor **LAWRENCE McDaniel**

For State Auditor **FORREST SMITH**

For Lieutenant Governor **FRANK G. HARRIS**

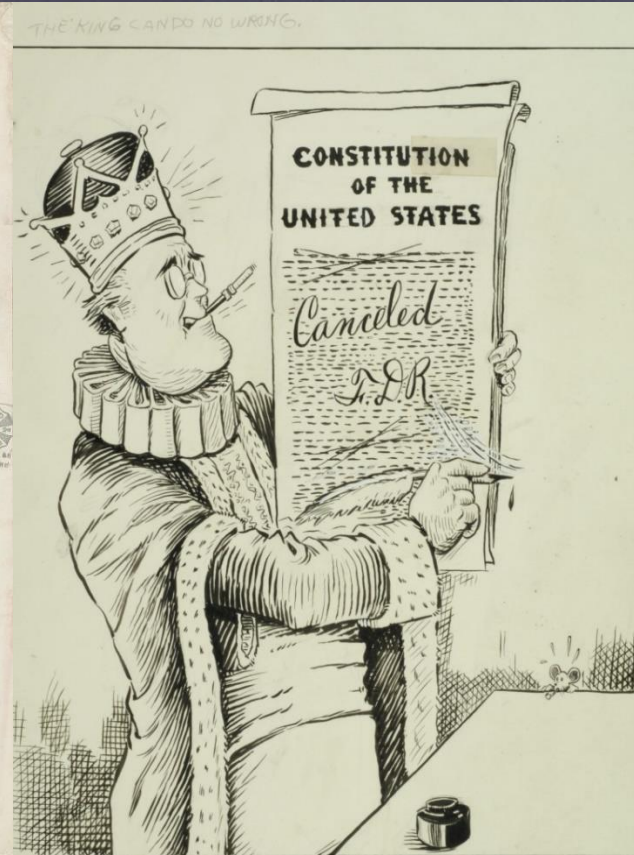
For Attorney General **ROY McKITTRICK**

For Secretary of State **DWIGHT H. BROWN**

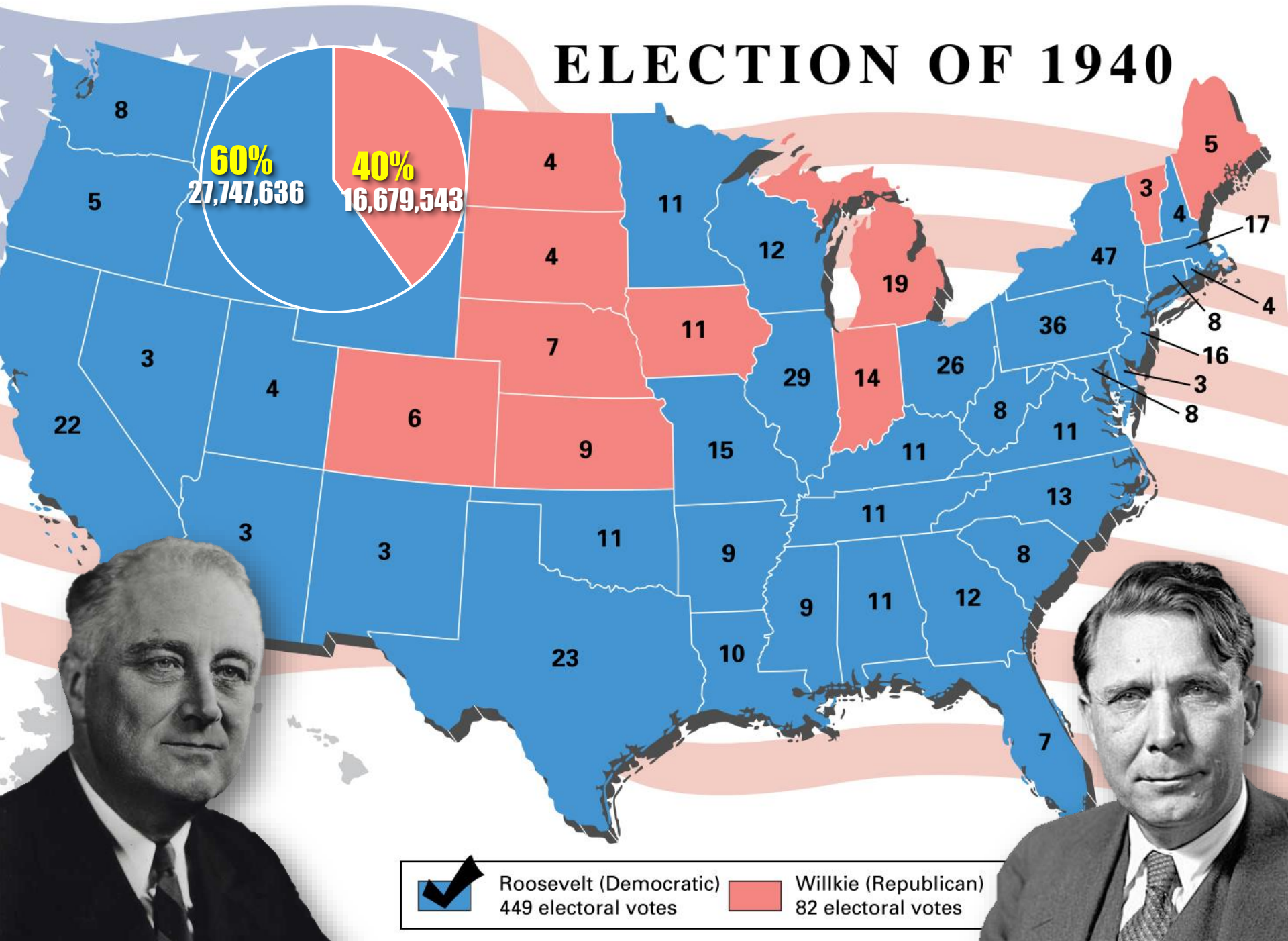
For Supreme Judge **GEORGE HOBBS ELLISON**

For State Treasurer **WILSON BELL**

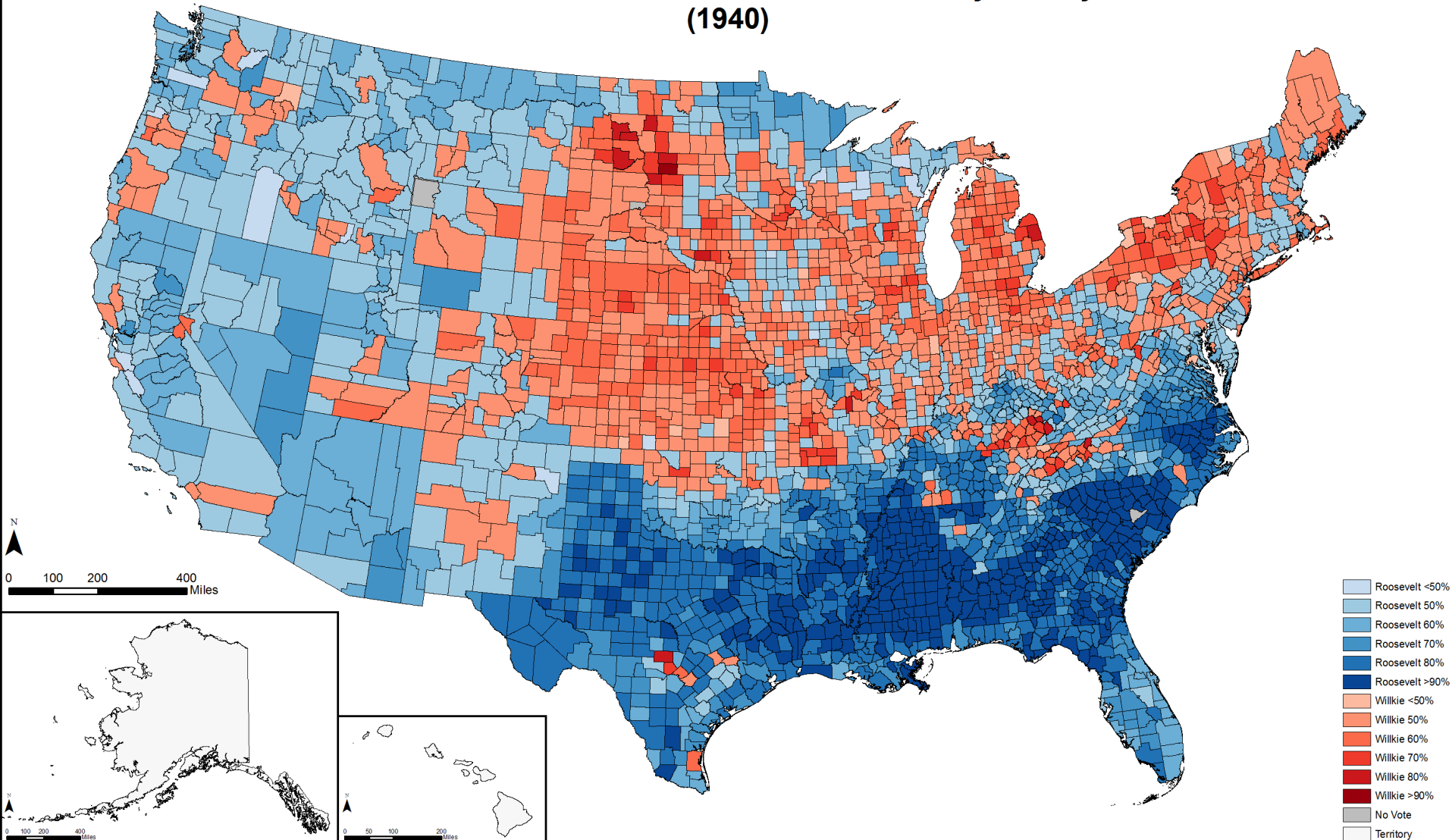
© 115



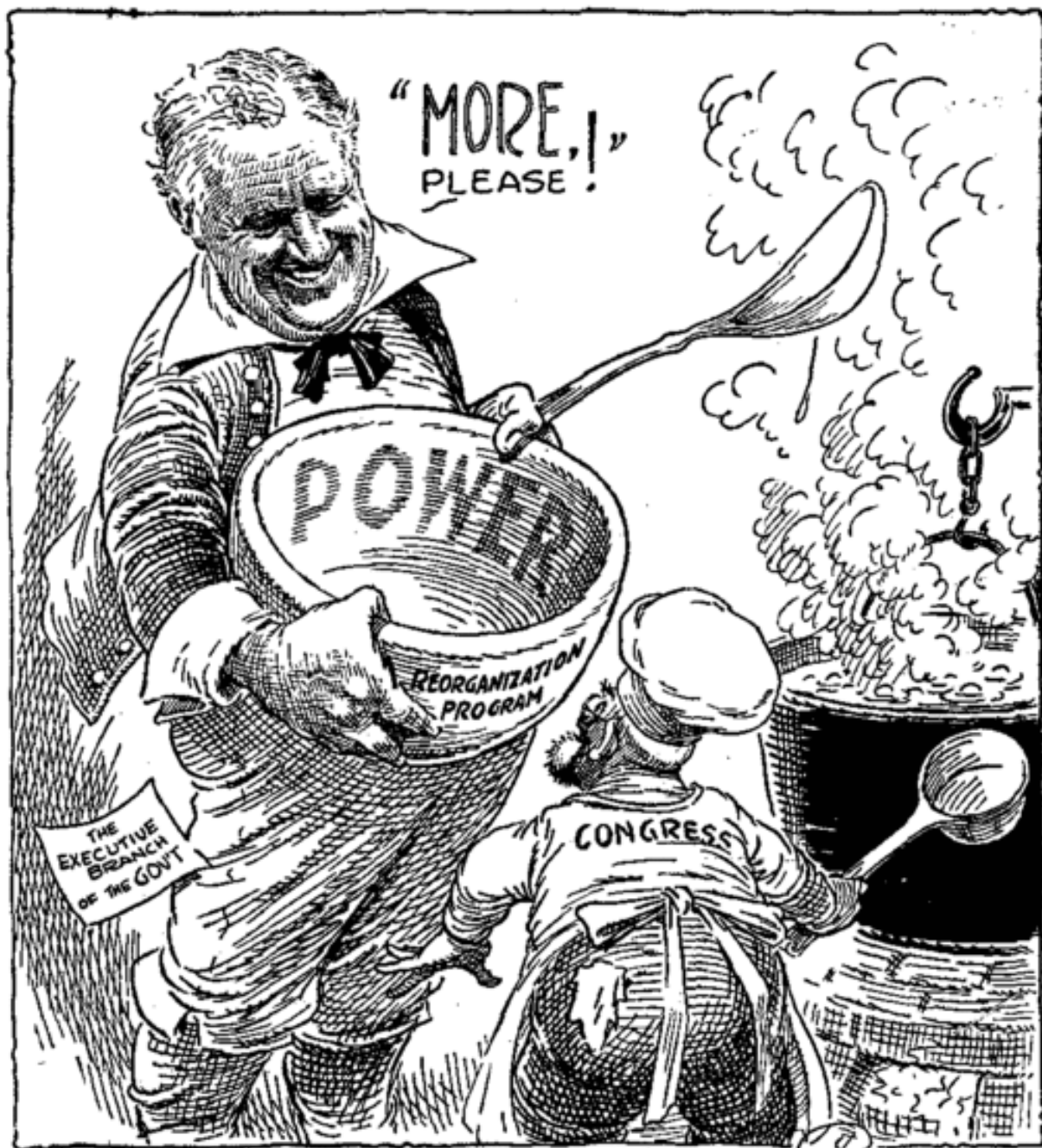
# ELECTION OF 1940



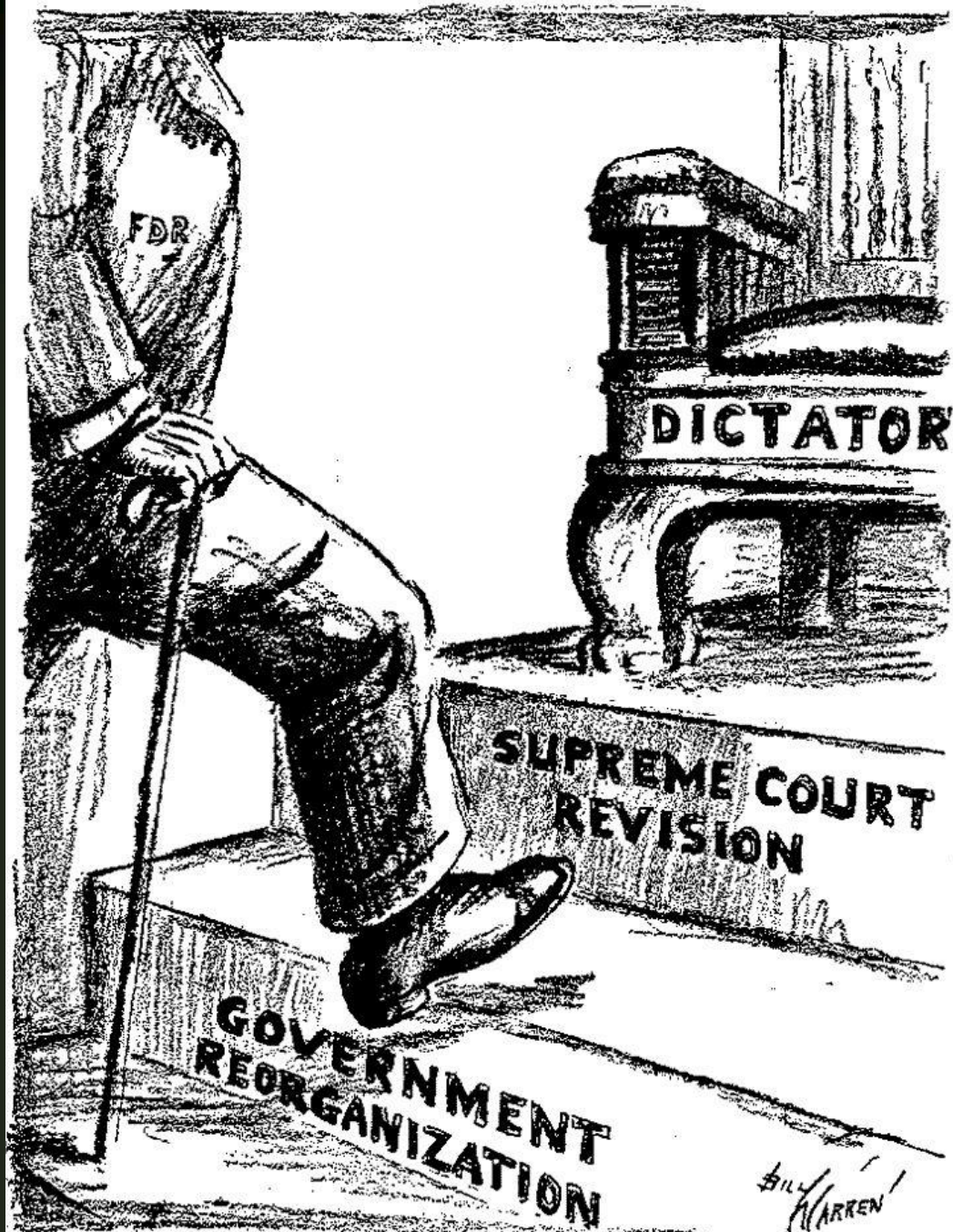
# United States Presidential Election Results by County (1940)



# OLIVER TWIST



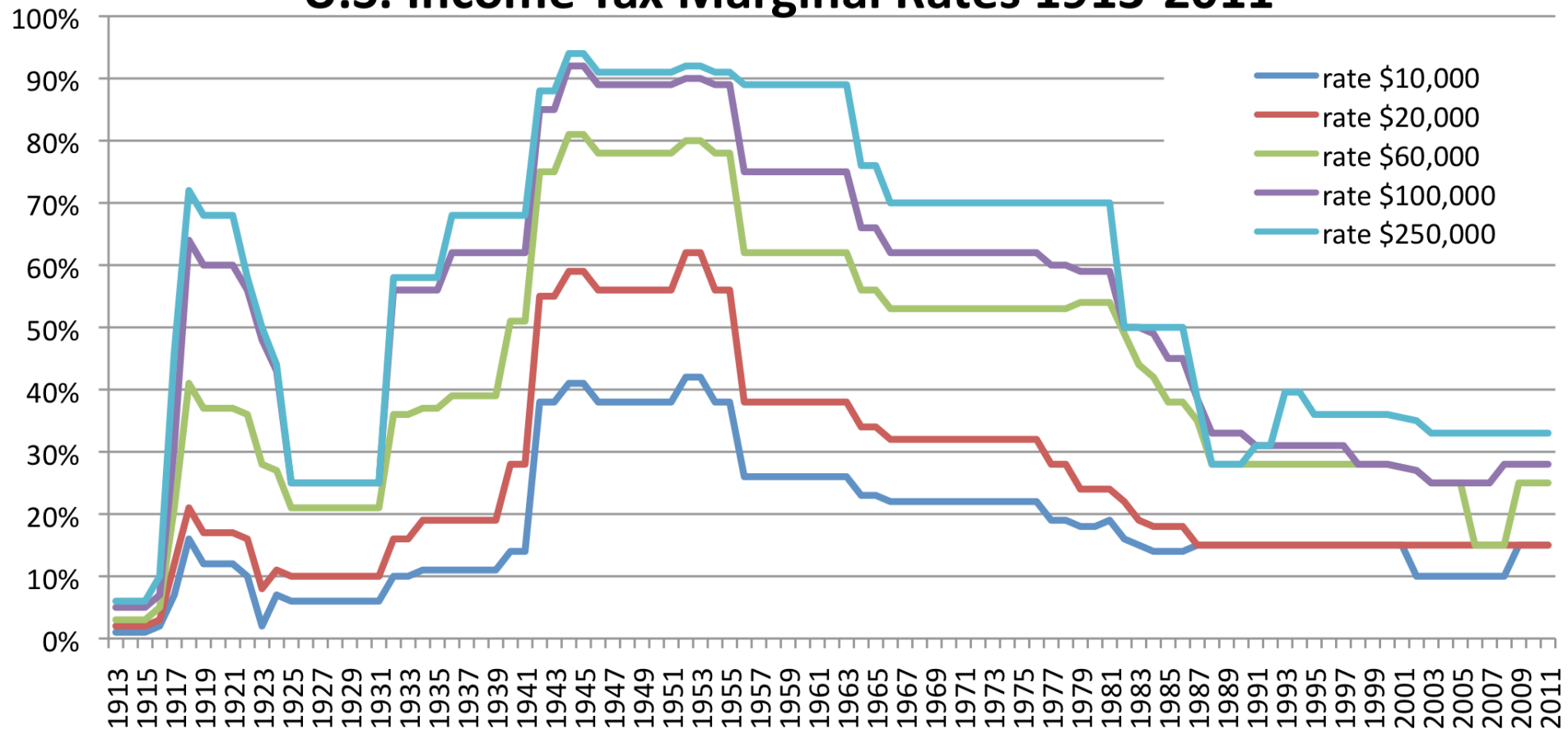
Step by Step



B Speaking of "Horse and Buggy Days"



## U.S. Income Tax Marginal Rates 1913-2011

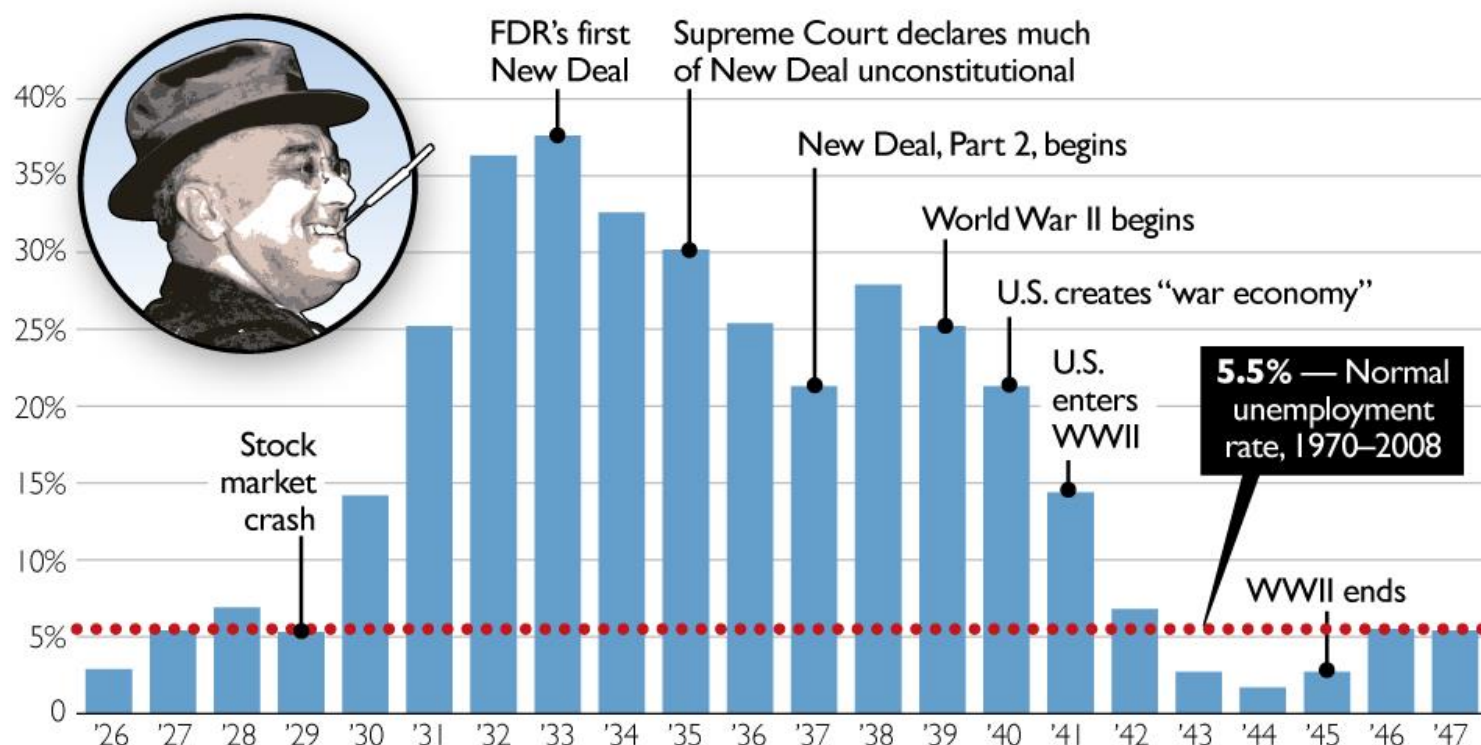


<https://www.savantcapital.com/blog/tax-rates-yesterday-today-and-tomorrow/>

## More federal spending: New deal or raw deal?

History has a lesson for those who want to pump up government spending to “stimulate” the economy and create jobs: During the Great Depression, President Franklin D. Roosevelt’s New Deal programs never drove unemployment lower than 20 percent. The jobless rate actually climbed during the second phase. The onset of World War II, not government spending, prompted America’s economic recovery.

Unemployment Rate for Non-Farm Workers, 1926-1947



For updates on federal spending plans, visit [heritage.org](http://heritage.org) and click on **Rapid Response**.

*"We have tried spending money. We are spending more than we have ever spent before and it does not work. And I have just one interest, and if I am wrong ... somebody else can have my job. I want to see this country prosperous. I want to see people get a job. I want to see people get enough to eat. We have never made good on our promises. ... I say after eight years of this Administration we have just as much unemployment as when we started. ... And an enormous debt to boot."*

**Henry Morgenthau, Jr.**  
**U.S. Secretary of Treasury**  
**(1934-1945)**



It will cooperate with the President and the Congress in securing such legislation as will accomplish constructive results.

"There will be two classes of membership, one a regular membership embracing all those who subscribe to the principles enunciated but cannot afford to contribute, the other a contributing membership embracing those who in addition render monetary help toward the League's support. Our aim is to secure hundreds of thousands of contributing members so that the activities of the League will be sustained through numerous contributions of comparatively small amount.

"As prescribed by its charter, the League is to be absolutely non-partisan in character. The question of party affiliation will not enter into consideration in the matter of membership. All who believe in its aims will be invited to join. It has no covert purposes. There is no object sought to be attained beyond the simple statement contained in its charter and quoted above. It will unite several millions of people from all walks of life who are now without organized influence in legislative matters, and thus enable these people to have a consequential voice in securing constructive legislation and in preventing any measures designed to destroy the principles upon which our government was formulated and under which we have prospered as has no other nation in the history of the world."

## American Liberty League

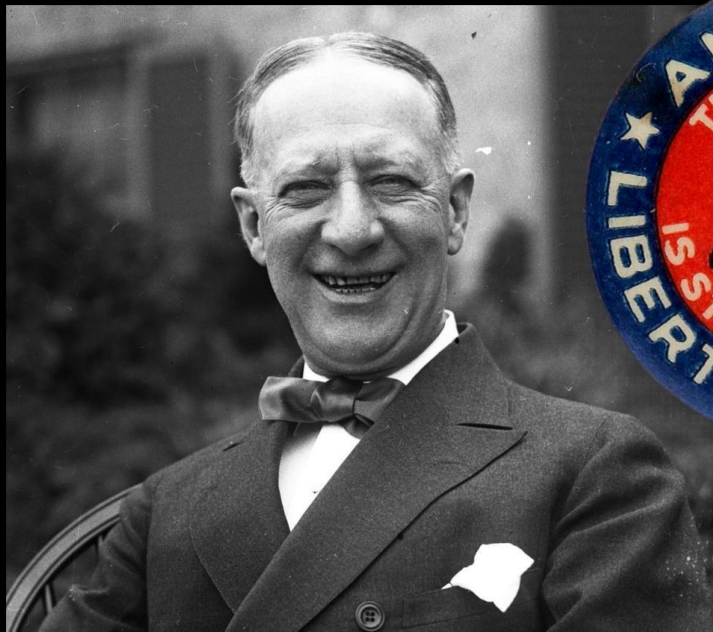
National Press Building  
Washington, D. C.



Statement made by Jouett Shouse,  
President of the American Liberty  
League, at the time of the an-  
nouncement of the formation of  
this organization, Aug. 23, 1934

# American Liberty LEAGUE

A group of Conservative  
Democrats, Republicans, and  
Businessmen who opposed  
FDR's New Deal policies,  
considering them too radical  
and unconstitutional



“[The American Liberty League is a] nonpartisan organization founded to defend the Constitution and defend the rights and liberties guaranteed by that Constitution...[With the goal] to teach the necessity of respect for the rights of persons and property as fundamental to every form of government...to teach the duty of government, to encourage and protect individual and group initiative and enterprise, to foster the right to work, earn, save and acquire property, and to preserve the ownership and lawful use of property when acquired”

**American Liberty League (1934)**



# Father Coughlin

Anti-Semitic pro-fascist 1891-1979

Catholic radio broadcaster who spoke  
against the New Deal & promoted  
social-justice (some 40 million listeners)



# Huey Long

Populist LA governor 1893-1935  
who opposed the new Deal &  
pushed for wealth redistribution  
(Share-Our-Wealth) "Every Man a King"

“God invited us all to come and eat and drink all we wanted. He smiled on our land and we grew crops of plenty to eat and wear....[But then] Rockefeller, Morgan, and their crowd stepped up and took enough for 120,000,000 people and left only enough for 5,000,000 for all the other 125,000,000 to eat. And so the millions must go hungry and without those good things God gave us unless we call on them to put some of it back”

**Huey Long, Louisiana Senator**  
Radio Broadcast (1934)



# Key Roosevelt Cabinet Members



**Frances Perkins**

1<sup>st</sup> female cabinet member  
Secretary of Labor



**Mary McLeod Bethune**

Division of Negro Affairs  
Assist in racial issues

# Key Roosevelt Cabinet Members



**John Collier**

Commissioner of Indian Affairs

**Helped:** Move Indian-American relations  
move from assimilation to autonomy