

The New Deal, 1933–1940

President Franklin D. Roosevelt's New Deal programs stimulate the economy and the arts. The New Deal leaves a lasting, yet controversial mark on American government.



President Franklin Delano Roosevelt sitting in the Oval Office.

Section 1

A New Deal Fights the Depression

After becoming president, Franklin Delano Roosevelt uses government programs to combat the Depression.

Americans Get a New Deal

Electing Franklin Delano Roosevelt

- Democrats nominate New York governor **Franklin Delano Roosevelt**
 - reform-minded; projects friendliness, confidence
- Democrats overwhelmingly win presidency, Senate, House

Waiting for Roosevelt to Take Over

- With “Brain Trust,” FDR formulates policies to alleviate problems
- **New Deal**—relief for needy, economic recovery, financial reform

Americans Get a New Deal


The Hundred Days

- FDR launches Hundred Days; passes over 15 major New Deal laws
- Emergency Banking Relief Act permits Treasury Department to inspect banks
 - decides which are insolvent, sound, or need loans
 - public confidence in banks revived

An Important Fireside Chat

- FDR gives fireside chats—radio talks explaining New Deal measures *[Visual]*
- First chat discusses need for public support of government, banks



 President Franklin Delano Roosevelt giving a 'fireside chat' on the radio from his Hyde Park, New York, home (November 2, 1936).

Americans Get a New Deal

Regulating Banking and Finance

- **Glass-Steagall Act** establishes Federal Deposit Insurance Corporation
 - insures individual bank accounts, regulates banking practices
- **Federal Securities Act**—companies must give all information on stocks
- Securities and Exchange Commission created to regulate stock market
- FDR gets law allowing production of some alcoholic beverages
- 21st Amendment repeals prohibition by end of 1933

Helping the American People

Rural Assistance

- **Agricultural Adjustment Act (AAA)** raises food prices, lowers supply
- **Tennessee Valley Authority** creates jobs renovating, building dams

Providing Work Projects

- **Civilian Conservation Corps**—public works jobs for young men
- **Public Works Administration**—money to states to create jobs *[Visual]*
- **Civil Works Administration** builds rural schools, pays teachers



 PWA in Action

Helping the American People

Promoting Fair Practices

- NIRA establishes codes of fair practice for industries
 - creates National Recovery Administration (NRA)
- NRA sets standards, prices, limits production

Food, Clothing, and Shelter

- Home Owners Loan Corporation gives loans to prevent foreclosures
- Federal Housing Administration gives loans for mortgages, repairs
- Federal Emergency Relief Administration—direct relief to needy

The New Deal Comes Under Attack

Opposition to the New Deal

- **Deficit spending**—spending more money than government takes in
 - funds New Deal
- Liberals: New Deal does not do enough to help poor, fix economy
- Conservatives: New Deal used to control business, socialize economy

The Supreme Court Reacts

- Supreme Court strikes down NIRA, AAA as unconstitutional
- FDR proposes “Court-packing bill”; Congress, press protest
- Starting in 1937, justices retire; FDR appoints seven new ones

The New Deal Comes Under Attack

Three Fiery Critics

- Some conservative opponents form American Liberty League
- Think measures violate respect for personal rights, property
- Father Charles Coughlin withdraws initial support of New Deal
 - wants guaranteed income, banks nationalized
- Dr. Francis Townsend devises pension plan for elderly
- Presidential hopeful, Senator **Huey Long** has popular social program *[Visual]*



🔍 Senator Huey Long of Louisiana (March 7, 1935).

Section 2

The Second New Deal Takes Hold

The Second New Deal includes new programs to extend federal aid and stimulate the nation's economy.

The Second Hundred Days

Furthering the New Deal

- By 1935, economic recovery not as great as FDR had expected
- FDR launches second phase: more relief for farmers, workers
- First Lady **Eleanor Roosevelt**, a social reformer, prods president *[Visual]*



May 22, 1935. Eleanor Roosevelt, dressed as a miner, entering a coal mine in Bellaire, Ohio to visit miners.

The Second Hundred Days

Reelecting FDR

- 1936, Democrats win presidency, large majorities in both houses
- First time most African Americans vote Democratic
- First time labor unions support presidential candidate

Helping Farmers

Focusing on Farms

- 1936 Soil Conservation and Domestic Allotment Act replaces AAA
 - rewards farmers for practicing soil conservation
- New Agricultural Adjustment Act avoids unconstitutional provision
- Resettlement Administration gives loans to small farmers to buy land
- Farm Security Administration—loans to tenant farmers to buy land
- FSA hires photographers to shoot rural towns, farms, farmers *[Visual]*



 FSA photograph of African-American man and child.

Roosevelt Extends Relief

Programs for Urban Workers

- **Works Progress Administration (WPA)**—creates jobs
- WPA workers build airports, roads, public buildings
- Women workers sew clothes for the needy
- WPA employs professional writers, artists, performers
- **National Youth Administration (NYA)**—education, jobs, counseling
- Gives aid to students in exchange for part-time work

Improving Labor and Other Reforms

Improving Labor Conditions

- National Labor Relations Act, or **Wagner Act**, replaces NIRA:
 - protects right to join unions, collective bargaining
 - prohibits unfair labor practices
- National Labor Relations Board hears testimony about labor practices
- Holds elections to determine if workers want unions
- Fair Labor Standards Act sets maximum hours, minimum wage

Improving Labor and Other Reforms

The Social Security Act

- 1935, **Social Security Act** creates Social Security system; provides:
 - insurance for retirees 65 or older
 - unemployment compensation
 - aid to disabled, families with children

Expanding and Regulating Utilities

- Rural Electrification Administration brings electricity to farms
- Public Utility Holding Company Act aims to stop financial corruption

Section 3

The New Deal Affects Many Groups

New Deal policies and actions affect various social and ethnic groups.

The New Deal Brings New Opportunities

Women Make their Mark

- **Frances Perkins**, secretary of labor, is first female cabinet member
- FDR also appoints 2 women as diplomats, 1 as federal judge
- Women still face discrimination in workplace from male workers
- NRA sets some lower minimum wages for women
- Federal work programs hire far fewer women than men
- Only slight increase in overall percentage of women working for wages

African-American Activism

African Americans Take Leadership Roles

- FDR appoints more than 100 African Americans to government
 - Mrs. Roosevelt plays key role
- Educator **Mary McLeod Bethune** heads Division of Negro Affairs of NYA
- Helps organize “Black Cabinet” of African-American advisers
- Daughters of American Revolution refuse Marian Anderson concert
- Mrs. Roosevelt resigns; arranges for Lincoln Memorial concert

African-American Activism

The President Fails to Support Civil Rights

- FDR afraid of upsetting white Southern Democratic voters
- Refuses to approve antilynching law, end to poll tax
- New Deal agencies discriminate against African Americans
 - pay them lower wages, favor whites
- African Americans help organize Southern Tenant Farmers Union
- Generally support Roosevelt administration, New Deal

Mexican-American Fortunes

Mexican Americans Under FDR

- Mexican Americans generally support New Deal
- Many come to U.S. in 1920s, settle mainly in Southwest *[Visual]*
 - work on farms
- CCC, WPA help some Mexican Americans
- Disqualify migrant workers with no permanent address



🔍 September 1937. Family of Mexican migrant sugar beet pickers sharing a small room. Lee Russell.

Native Americans Gain Support

Native Americans and the New Deal

- 1924, Native Americans receive full citizenship
- **John Collier**, commissioner of Indian affairs, changes policies
- Indian Reorganization Act favors native autonomy, mandates changes:
 - lands belong to entire tribe; government can't sell unclaimed areas
 - children can attend schools on reservations
 - tribes elect tribal councils to govern reservations

FDR Creates the New Deal Coalition

The New Deal Coalition

- **New Deal Coalition**—different groups that support Democratic Party

Labor Unions Flourish

- Pro-labor legislation leads unions to donate money for FDR reelection
- 1933–1941, union membership grows from 3 million to over 10 million
- American Federation of Labor traditionally craft unions only
- Committee for Industrial Organization organizes industrial unions
- Expelled by AFL, becomes **Congress of Industrial Organizations (CIO)**

FDR Creates the New Deal Coalition

Labor Disputes *[Visual]*

- Sit-down strike important bargaining tactic of 1930s
 - prevents owners from hiring strikebreakers
- Some labor disputes violent
- NLRB forces Republic Steel to negotiate after clash with strikers

FDR Wins in 1936

- Political organizations in large Northern cities support FDR
- Urban, religious, ethnic groups also support FDR
 - FDR appoints officials of urban-immigrant background



🔍 Policemen escorting workers past 5,000 picketers during a strike at the Federal Screw Works (1938).

Section 4

Culture in the 1930s

Motion pictures, radio, art, and literature blossom during the New Deal.

The Lure of Motion Pictures and Radio

Movies are a Hit

- About 65% of population goes to movies once a week
- Films offer escape from reality; show wealth, romance, fun
- *Gone With the Wind*—perhaps most famous film of era [Visual]
- Musicals—live action or animated—way to forget problems
- Comedies, realistic gangster movies especially popular
- Several films present New Deal policies in positive light



The actress Vivian Leigh playing Scarlett O'Hara in the film *Gone with the Wind*.

The Lure of Motion Pictures and Radio

Radio Entertains

- 90% of households have a radio; families listen together every day
- Dramas, variety shows play in evening
- **Orson Welles**—actor, director, producer, writer
- Soap operas for homemakers broadcast in middle of day
- Children's shows after school hours
- Immediate news coverage becomes customary

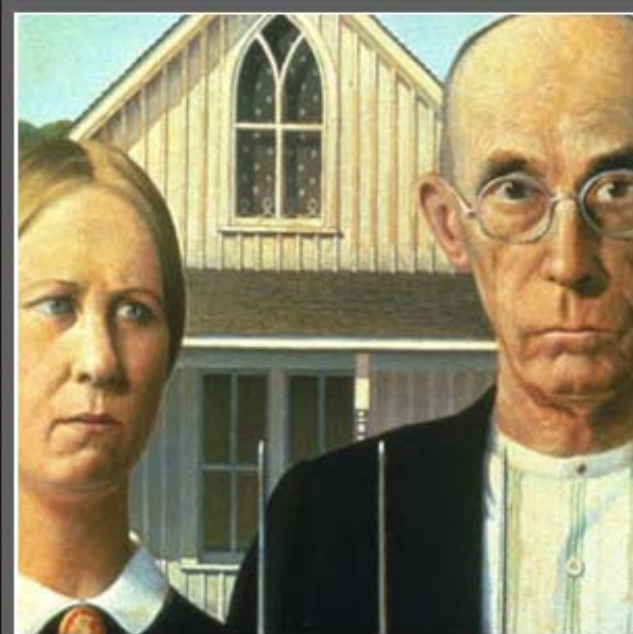
The Arts in Depression America

Artists Decorate America

- Federal Art Project pays artists to make art, teach in schools
- Aim to promote art appreciation, positive image of America
- Murals typically portray dignity of ordinary people at work
- Many outstanding works painted by artists, including **Grant Wood** *[Visual]*
- Federal Theater Project hires actors, artists

Woody Guthrie Sings of America

- Singer, songwriter Woody Guthrie sings of plight of poor



 *American Gothic* (1930), Grant Wood.

The Arts in Depression America

Diverse Writers Depict American Life

- Federal Writers' Project supports many who become major writers
- **Richard Wright**, African-American author, writes *Native Son*
- John Steinbeck writes *The Grapes of Wrath* about Dust Bowl migrants
- Some writers examine difficulty of life in 1930s
- Others show dignity of ordinary people, values of small-town life

Section 5

The Impact of the New Deal

The New Deal affects American society not only in the 1930s but also in the decades that follow.

New Deal Reforms Endure

The New Deal Ends

- By 1937, economic improvement convinces many Depression is ending
- Congress wants to cut back programs; by 1939, New Deal over

Supporters and Critics of the New Deal

- Conservatives think FDR made federal government too large
 - stifled free enterprise, individual initiative
- Liberals: didn't do enough to socialize economy, end inequalities
- Supporters: did help country recover from economic difficulties

New Deal Reforms Endure

Expanding Government's Role in the Economy

- FDR expands power of federal government, president
- **Federal Deposit Insurance Corporation (FDIC)** regulates banking
- **Securities and Exchange Commission (SEC)** regulates investment
- New Deal does not end Depression; does reduce suffering, give hope
- Federal government goes deeply into debt to create jobs, give aid
- Massive spending on equipment, supplies for WW II end Depression

New Deal Reforms Endure

Protecting Workers' Rights

- New Deal laws set standards, ban child labor, permit unions
 - establish policies followed today
- **National Labor Relations Board (NLRB)** still mediates labor disputes

Banking and Finance

- SEC still monitors stock market, enforces laws on stock, bond sales
- FDIC still protects individual investors in case of bank failure

Social and Environmental Effects

Social Security

- Federal government takes responsibility for citizens' welfare
- Provides for aged, disabled, needy

The Rural Scene

- Commodity Credit Corporation makes loans to farmers
 - based on amount of farmer's surplus, parity price
- **Parity** price—price intended to keep farmers' income steady
- Agricultural price supports set precedent of federal aid to farmers

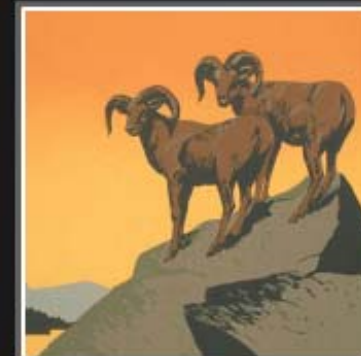
Social and Environmental Effects

The Environment

- CCC plants trees, builds hiking trails, fire lookout towers
- Soil Conservation Service teaches methods to preserve soil
- Taylor Grazing Act reduces grazing on public lands
- Tennessee Valley Authority (TVA) creates electricity, prevents floods *[Visual 1]*
- Government adds national parks, wildlife refuges, wilderness areas *[Visual 2]*
- Government-sponsored stripmining, coal burning cause pollution



Geography Spotlight: The Tennessee Valley Authority



A poster, the National Parks.

***Thank you for your
attention!***