Launching the New Deal
Chapter 12 Sect. 1

The 1932 Election
- Franklin Delano Roosevelt (FDR)
- Distant cousin of Teddy Roosevelt
- He promised to do something about the Depression
- He promised Public Works Projects that would make jobs
- 1932 Roosevelt beat Hoover in a landslide victory
- 1932 Democrats took control of the House and Senate.

Roosevelt
- Very likable Personality
- Had Polio, but fought through it
- **Fireside Chats** on the radio
- He believed it was the government’s job to directly help people
- He was a **progressive** in the tradition of Woodrow Wilson
- He believed government could solve social and economic problems.
Eleanor Roosevelt

- Was a distant cousin of FDR
- She served as Franklin’s eyes and ears
- Was a trusted advisor to FDR
- She was active in social issues like trying to stop lynching
- Favored civil rights
- Changed the role of First Lady, the type that got involved in politics and social issues.

The Emergency Banking Act

- During the Depression people ran to take their money out of the banks and banks were going out of business. **no more confidence remained** in the banks.
- 2 days after taking office **FDR Closed all banks** until government could look at each bank and **see if it was financially sound**.
- FDR gave **fireside chats** to explain his plan
- Soon **banks reopened and confidence soared** in them
- Money poured back into them and it was a success.
- The government also made reforms like the **FDIC which insured the money you put in the bank**. This got many more people to put their money in the banks.

**Essential Questions**

1. What did FDR promise before he was elected?
2. What were Fireside Chats? What did they do for the country?
3. What disease did FDR have?
4. How did FDR stabilize the banks?
The Hundred Days

- Refers to the **first 100 days** of his Presidency
- During this time FDR passed much of **New Deal**.
- The New Deal had 3 goals:
  1) **Relief** for those suffering from the Great Depression
  2) **Recovery** for the Depressed Economy
  3) **Reforms** that would help prevent another serious economic crisis from happening again.

Relief

- **Alphabet Soup**
- **(CCC) Civilian Conservation Corps**
  - Provided jobs for 18-25 year olds
  - Planted trees and built parks.
- **(TVA) Tennessee Valley Authority**
  - Gave jobs by building dams and other projects along the river and its tributaries.
- **(CWA) (PWA): Civil Works Administration, Public Works Administration.** Jobs building roads, bridges, lighthouses, etc….

Recovery

- **(AAA) Agricultural Adjustment Act:** sought to help farmers
- Gave them a **subsidy** (payment) to produce less food. With less food maybe prices would go up.
- **(NIRA) National Industrial Recovery Act:** Businesses were asked to work together to set levels of production and prices.
- The NIRA also set up the PWA
- **(PWA) Public Works Administration:** Gave jobs to many people building roads and bridges.
Reforms

- **Federal Securities Act**: Forced businesses to share information with the public.
- **Was done to help investors.**
- **(SEC) Securities and Exchange Commission**: Would serve as the government’s watchdog over the stock market.
- **(FDIC)**: This law insured money that citizens put in the bank.

### Essential Questions

1. What were the 100 Days? What were the 3 goals?
2. What was the CCC?
3. What was the TVA?
4. What was the AAA? What did they propose to help farmers?
5. What did the SEC Securities and Exchange Commission do?

### Beyond the Hundred Days

- Americans applauded the actions of FDR to help.
- In November Congress started the (CWA) **Civil Works Administration**
- Put 4 million people to work through the winter.
- They built highways, sewer lines, and airports.
- **Indian Reorganization Act**: Called the **Indian new deal**, it granted limited rights of self rule, limited the sale of Indian land, and provided assistance to develop their resources and economy.
# The New Deal Government

- Marked a **significant shift** in the role of government in America.
- Never had the government assumed such a **central role in the business** and personal lives of its citizens.
- Some **reformers and radicals** claimed the government was not doing enough for the people.
- Many people felt it was **un-American**: In the old America people relied on themselves and did not expect help from the government. (The self-made man)

## New Deal Critics

- **Huey P. Long**: believed New Deal did not go far enough, he wanted to tax the rich more to share the wealth with the poor.
- **Father Charles Coughlin**: Criticized FDR for not doing enough to curb the bank. He had a weekly radio show and criticized the Jews in FDR’s administration.
- **Dr. Francis Townsend**: Said FDR wasn’t doing enough for older Americans: FDR would take his idea and turn it into **Social Security**.
- **Supreme Court**: Would declare parts of the AAA and NIRA unconstitutional.

## Essential Questions

1. What change did the New Deal make in American government?
2. Why did some people feel the New Deal was un-American?
3. Who were some of the New Deal critics?
4. How did the Supreme Court hurt the New Deal?