

Unit 6: Great Depression & WWII

1920-1945

First Red Scare

- Post-WWI in America saw rejoicing in the victory of the war and an economic downturn that left returning soldiers looking for work and farms and factories with little demand
- Bolshevik revolution in Russia led by Vladimir Lenin with their Red Army resulted in Russia becoming part of the Soviet Union and a new social system called communism (no economic classes or private property, all people share equally in society's wealth)
- Soviets called for the overthrow of capitalism and wanted to inspire workers across the globe to rise up and crush capitalism – a serious threat to America and the “Reds” became a focus of fear and hatred for Americans
- The Red Scare (a widespread fear of communism) spread across America and US Attorney General Palmer led the anti-communist campaign in America through his Palmer raids which targeted suspected radicals and communists
- Palmer raids resulted in the arrests of thousands of suspected radicals, especially aliens (citizens of another country living in the US), and deportation of these aliens was common

Labor Strife Grows

- Less demand for manufactured goods after WWI left returning soldiers with few job opportunities and the focus on world peace efforts shifted the attention away from the labor unions
- The Red Scare and communisms call to workers to rise up against the government made it harder for labor unions to win victories for the workers, 1919 being an especially bad year for labor efforts with over 4 million workers participating in over 3,000 strikes – all without success
- 1919: Seattle General Strike (all workers in the city went on strike for a week shutting down the city), Boston Police Strike (police in Boston went on strike for a week but Governor Coolidge brought in the state militia to end the strike), Steel-workers Strike (a nation-wide strike of steel-workers lasted 3 months)
- Major strikes attempted to win shorter work weeks and higher wages, but all were unsuccessful and led to the position of national fame of future president Calvin Coolidge who spoke out against the strikes and calming America's fears of labor uprisings

Limiting Immigration

- Job shortages and the Red Scare triggered nativism in the old immigrants lashing out at the new immigrants
- Laws were created to limit the immigration into the US
 - In 1921 a quota was created to limit the number of immigrants from each country into the US
 - In 1924 the National Origins Act further limited the number of immigrants to 2% of the population in the US as of 1890 from each country (reducing immigrants from Southern and Eastern Europe as well as Asian countries)
- Nativism also revived the Ku Klux Klan and expanded their targets to include not only African Americans, but also Jews, Catholics, and radicals and they moved out of the South into other parts of the country
- Nicola Sacco and Bartolomeo Vanzetti were Italian immigrants that were arrested for armed robbery and murder, but also claimed to be anarchists (radicals who sought the destruction of the government) and though the evidence was weak, they were convicted and sentenced to death – the execution of Sacco and Vanzetti was controversial because they were on trial for their political beliefs as well as their crimes

Ford Revolutionizes Industry

- Henry Ford created the first assembly line in manufacturing which used a conveyor belt to move the product to workers' stations where each person had a simple, specific task and using identical and interchangeable parts, the products were able to be made quickly and efficiently, lowering the cost of the item
- Ford's Model T made cars accessible to the average American instead of only the extremely wealthy and he paid his factory workers \$5 per day, way above average for the time, but did not recognize or work with labor unions at all
- Many industries began to utilize the assembly line which increased productivity and lowered costs
- Companies began to provide benefits to workers such as pensions and recreation programs to increase worker satisfaction and loyalty in return for lower pay, a system called welfare capitalism
- The increase in automobiles created a demand for glass, rubber, filling stations, and hotels as people started to buy cars and travel, and suburbs began to grow as people could live further away from their workplace with a car to drive

New Consumers & Economic Weakness

- Americans began buying products that were being manufactured at low costs such as radios, refrigerators, and vacuum cleaners and advertising popped up to help create the demand for the new products
- Installment buying, or buying on credit, allowed consumers to purchase the item and pay for it in small chunks over time – previously everything was paid for in full as borrowing money to purchase something was not respectable
- The boom in advertising, car production, and purchases was nicknamed the Roaring Twenties, but farmers were facing extreme hardships as demand for food production fell after WWI and some areas of the country faced natural disasters that devastated crops

Warren G. Harding's Presidency

- The election of 1920 was an overwhelming win for Warren G. Harding who was known as laid-back and didn't take a firm stand on anything, he also campaigned with the slogan "a return to normalcy" which was a popular idea after WWI
- Harding believed in "less government in business and more business in government" which led him to cut taxes on the wealthy to encourage them to expand their businesses
- Harding appointed very prominent men to his cabinet to help make up for his lack of governing skill and appointed several old friends to lower positions which were known as the Ohio Gang
- Members of the Ohio Gang were later convicted for taking bribes but the worst scandal involved Harding's Secretary of the Interior Albert Fall who accepted bribes in return for allowing oil companies to drill federal oil reserves on federal land called Teapot Dome in Wyoming
- The Teapot Dome Scandal and the dealing of the Ohio Gang left a bad reputation for Harding after he died of a heart attack

Calvin Coolidge Takes Over

- Calvin Coolidge, Vice President under Harding, took over after Harding's death and he quickly got rid of those suspected of corruption within the Cabinet, making him immediately popular for taking a hard stance against corruption
- Coolidge believed in lowering taxes, lowering the federal budget, and limiting regulations on industries to allow businesses to thrive and fuel America's growth



Effects of World War I

Lingering Effects of WWI

Immediate Effects

- Nation desires “normalcy”
- Farmers struggle to recover from postwar slump
- European countries unable to pay war debts
- Desire to avoid future wars remains strong



Long Term Effects

- Harding and Coolidge are elected – both seeking a simpler time
- European countries unable to pay war debts
- US becomes banker to European countries
- US signs Kellogg-Briand Pact

- European countries had borrowed more than \$10 billion from the US during WWI and the US wanted to collect on those debts, but the failing economies in Europe made that impossible, so the Allied countries tried to collect the reparations from Germany to pay back the US but Germany could not pay their war debts either – the US began to loan money to Germany to pay their reparations to the Allied countries, thus making the US the bank of Europe
- Efforts were made to reduce the size of militaries across the globe to avoid an arms race and potentially another war
- The Kellogg-Briand Pact was signed by more than 60 countries stating that they would not enter into a war to solve an international controversy, but there was no way to enforce the pact and counted on a nation's word to follow it

New Roles for Women



- After gaining the right to vote with the 19th Amendment, women began to run for public office and voted in large numbers, although women did not yet represent a distinct point of view in politics since most voted the same way their husbands or fathers voted
- Most women left the workforce after WWI and returned to the tasks of home and children, but many returned to the workforce during the economic boom of the 1920s in low-paying jobs like teaching, nursing, and domestic servants
- Women began to attend college, and many sought a greater sense of equality in their relationships with men
- The “flapper” represented a smaller number of rebellious young women that cut their hair short, wore shorter dresses and makeup, smoked cigarettes, and went dancing in night clubs – all things that were considered inappropriate in society for their mothers and grandmothers

Effects of Urbanization

- As the manufacturing industries boomed and the rural farmers struggled, people began to move in increasing numbers toward the urban cities
- Flappers were mainly seen in the cities and represented another divide between the urban and rural lifestyles of Americans
- As American industry grew, so did school attendance – as workers earned more money, they could afford to send their children to school instead of to a textile mill and high school and college attendance rates increased during the 1920s

Rural and Urban Populations
in the United States, 1860–1920

Year	Rural	Urban
1860	25,226,803	6,216,518
1870	28,656,010	9,902,361
1880	36,059,474	14,129,735
1890	40,873,501	22,106,265
1900	45,997,336	30,214,832
1910	50,164,495	42,064,001
1920	51,768,255	54,253,282

Source: Bureau of the Census

Populations of Major Cities
in the United States, 1860–1900

City	1860	1880	1900
New York	1,174,800	1,912,000	3,437,000
Philadelphia	565,500	847,000	1,294,000
Boston	177,800	363,000	561,000
Baltimore	212,400	332,000	509,000
Cincinnati	161,000	255,000	326,000
St. Louis	160,800	350,000	575,000
Chicago	109,300	503,000	1,698,000

(a)

(b)

Conflicts Over Values



- The shift from rural to urban populations also created a shift in the core values of Americans
- Rural Americans represented the traditional spirit of the nation: hard-working, self-reliant, religious, and independent; but the urban Americans represented changes that threatened those values, and this led to the rise of an expanded Ku Klux Klan with membership in the millions across the US in the 1920s
- Many rural Americans turned to religion in the face of these social changes and fundamentalism (a literal interpretation of the Bible) gained prominence in rural areas with key leaders such as Billy Sunday and Aimee Semple McPherson who condemned radicals and criticized the changing roles of women in urban society
- The Scopes Trial (aka the Scopes Monkey Trial) was a showdown between fundamentalism and Charles Darwin's theory of evolution – John Scopes was a high school science teacher in TN who was arrested for violating the law which outlawed the teaching of evolution in public schools in TN – Scopes lost the case and was fined \$100, but the true issue of the case was freedom of speech according to his lawyers; most states with similar laws repealed them but TN kept it on the books until the 1960s

Prohibition



- More than half the states had passed laws restricting liquor use by 1917 and a constitutional amendment was proposed to make it illegal to manufacture, transport, or sell alcohol in the US (but it was NOT illegal to drink alcohol)
- The 18th Amendment was ratified in 1919, the Volstead Act to enforce the amendment was passed, and Prohibition began in 1920
- With only 3,000 Prohibition Agents to enforce the law nationwide, it was impossible to keep up with the bootleggers smuggling alcohol into the US from Canada, the speakeasies where alcohol was sold illegally, or the gangsters like Al Capone in Chicago who ran multi-million dollar businesses from the illegal liquor trade

Great Migration

- Between 1910 and 1920, African Americans leave the Jim Crow South to find employment opportunities created during WWI and freedoms in the northern cities
- Thousands of African Americans move to cities such as Detroit, Chicago, St. Louis, and New York City, specifically a neighborhood in Manhattan New York known as Harlem
- Racial tensions began as WWI ended and there was a shortage of jobs, leading to racial violence like the riot in Chicago and two dozen other cities caused by the deadly incident on the beach in July 1919



Life in Harlem

- Over 200,000 African Americans moved to Harlem, a neighborhood in New York City and was the home of W.E.B. DuBois who helped found the NAACP to fight discrimination and mistreatment of African Americans, he also was the editor of an African American magazine that began an arts movement in New York known as the Harlem Renaissance
- Marcus Garvey opposed DuBois' views of breaking barriers between whites and blacks and created an organization called the Universal Negro Improvement Association (UNIA) which proposed a "Back to Africa" movement that would encourage racial purity of Africans by creating a new empire in Africa
- Garvey was convicted of mail fraud and jailed for two years, he was forced to leave the country when he was released in 1927 and his UNIA organization collapsed

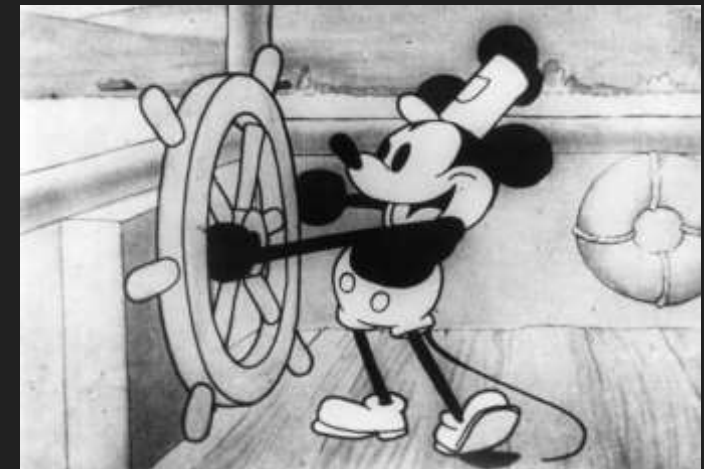
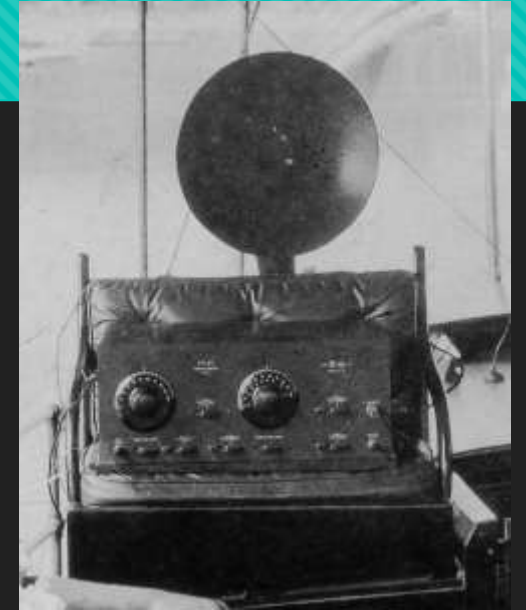
Harlem Renaissance



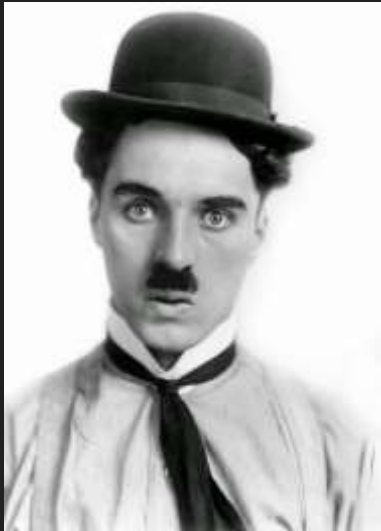
- Harlem became home to tens of thousands of African Americans, many leaving the South for the first time and experiencing a strong racial pride and identity
- Writers and poets burst onto the Harlem scene such as James Weldon Johnson who was a journalist, lawyer, song writer, and a leader in the NAACP, Langston Hughes was another poet that wrote of defiance in the face of prejudice and of hope
- Artists and stage performers were found in Harlem as well such as Paul Robeson and Josephine Baker who were famous for their stage acting and gained national attention
- Musicians were creating a new style of music called jazz which blended different types of musical styles and instruments, it could be fast or slow, and was typically improvised on stage while being played rather than written out on sheet music
- Louis Armstrong, Cab Calloway, Duke Ellington, Fats Waller, and Bessie Smith were famous Harlem jazz musicians and played at clubs that were largely filled by white audience members flocking to Harlem's Cotton Club to hear to them play

Mass Entertainment in the 1920s

- Shared forms of media across the nation created a new popular culture in America, drawing the people closer together rather than dividing them like other issues had done
- Radios were not in popular use until 1920 when the first radio station was created that played music, news, and even shared the results of the 1920 presidential election, by 1922 there were almost 600 radio stations across the country
- Magazines and newspapers became a form of print media that could reach large audiences and influenced culture and fashion in the 1920s
- Silent movies were popular entertainment, but it wasn't until the first "talkie" came out in 1927 called The Jazz Singer that they became a national pastime and in 1928 Steamboat Willie was released featuring a cartoon character named Mickey Mouse



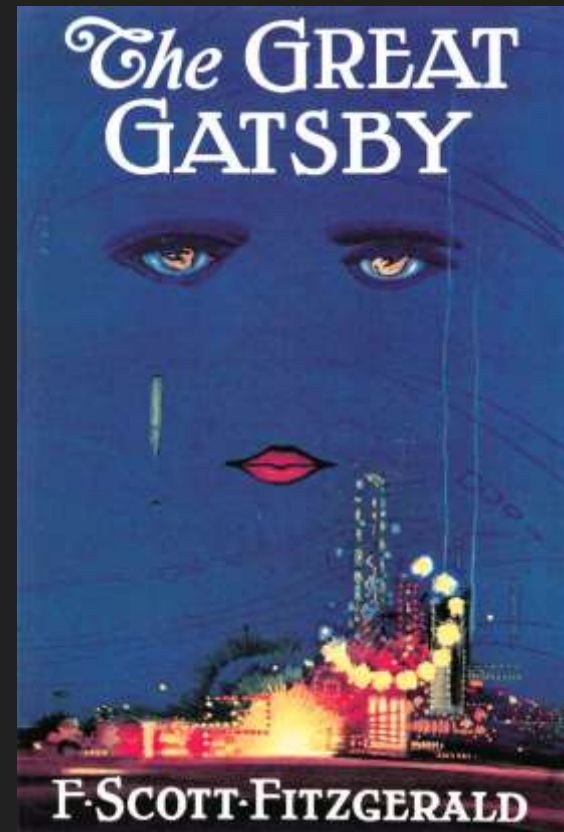
Era of Heroes



- Movie stars became heroes and national icons such as Charlie Chaplin and Rudolph Valentino who starred in silent films and Clara Bow, Mary Pickford and her husband Douglas Fairbanks Jr. who all became famous actors in the 1920s
- Pilots such as Charles Lindbergh and Amelia Earhart became famous for making the first transatlantic flights from New York to Paris, both were excellent pilots that became national heroes in the US
- Sports was another passion of Americans, people listened on the radio to broadcasts of games and prize fights and millions attended sporting events in person making athletes some of the most famous and wealthy Americans of the time

Writers of the 1920s & the Lost Generation

- F. Scott Fitzgerald is one of the best-known writers of the 1920s for his famous novel *The Great Gatsby*, but his glamorous characters in the novel are really pointing to the wasteful extravagance and meaningless lives of the wealthiest people of the time
- Sinclair Lewis's novel *Babbitt* discusses the emptiness of middle-class life in the 1920s
- Edna St. Vincent Millay was a poet that wrote a range of youthful spirit works to defending Sacco and Vanzetti during their trial
- Ernest Hemingway and John Dos Passo were both WWI veterans and wrote about their experiences in *A Farewell to Arms* and *Three Brothers*
- Hemingway, Dos Passo, and Fitzgerald were all disenchanted with American life and the direction it was headed and chose to live in Europe instead of the US, they became part of a group of artists that moved away known as the Lost Generation



Political Leadership

- Warren G. Harding
- Calvin Coolidge

New Popular Culture

- Mass entertainment
- New heroes
- Literature & Art

Economic Prosperity

- Booming auto industry
- Increased industrial productivity
- Changing consumer habits
- Uneven prosperity

Political, Economic, & Social Changes of the Roaring Twenties

Social Developments

- Changing roles for women
- Growing urbanization
- Cultural and religious conflict
- Prohibition

Fear and Conflict

- Red Scare
- Strikes
- Nativism and immigration restrictions

Harlem Renaissance

- Great Migration
- Harlem becomes center of African American cultural movement

Roaring 20s: Fords, Flappers, Films, Fanatics

Examine each of the links below with your team and take notes on your chart of the significant elements of each box using direct quotes from the sources to support your ideas.

Questions to think about when looking at the sources:

- What was the importance of this during the 1920s?
- What were the benefits and/or consequences of this in the 1920s?

Sources to analyze for each box:

- Fords: Portrait of America and Saturday Evening Post
- Flappers: American Magazine and History Brief
- Films: Senate Speech and The Jazz Singer
- Fanatics: KKK and Quota system

Appearance of Prosperity

- America's gross national product (GNP) increased by 30% during the 1920s which triggered a feeling of optimism, though that led to reckless economic activities
- Automobile manufacturing led to a low unemployment rate of 3% and the decrease in union membership nationwide – people felt good about their jobs, were buying new products and spending money on leisure activities like movies and sporting events
- Stock prices rose steadily throughout the 1920s and average Americans began to invest in the stock market by purchasing shares of different corporations (318 million shares in 1920 to 1 billion shares in 1929) and so did the popularity of hands-off Presidents Harding & Coolidge
- Herbert Hoover was elected in 1928 and would use his businesslike administrator style to lead the country, but he was concerned that Americans thought he was infallible

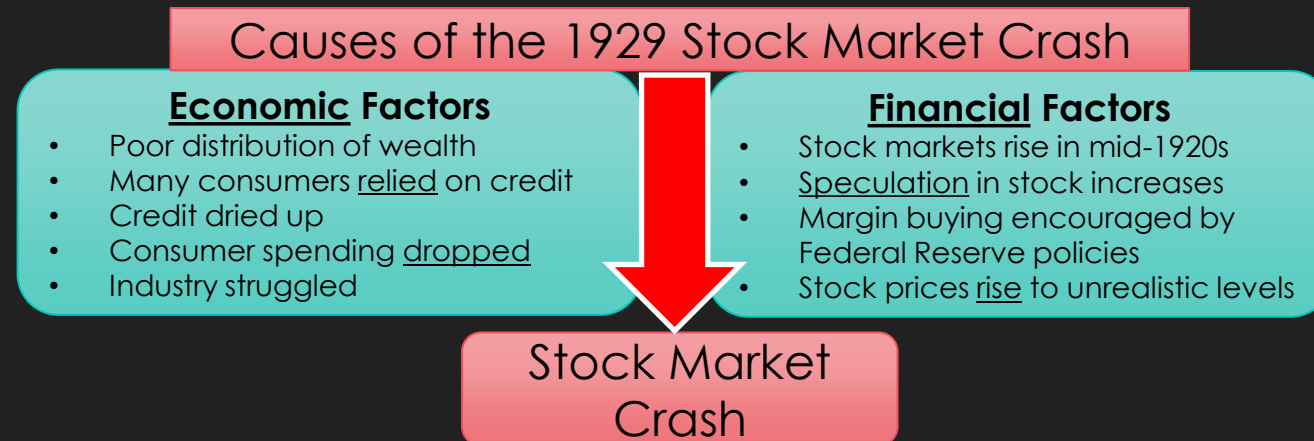
“They have a conviction that I am sort of superman, that no problem is beyond my capacity...If some unprecedented calamity should come upon the nation...I would be sacrificed to the unreasoning disappointment of a people who expected too much.”

Economic Weaknesses

- Uneven wealth distribution in the 1920s highlighted a major issue, the top 1% of the wealthy saw a 60% increase in wealth while average workers saw only an 8% increase over the 1920s, while farmers and coal miners faced hardships - 70% of these families were below the poverty line
- Many Americans had little to no savings and they had reached the limit of buying items on credit
- Investors were also buying stocks on credit, a risky practice where they would borrow a portion of the price of the stocks and pay off the loan when the stocks were sold, this is buying on margin, and many lenders only required 10% of the price to be paid in cash – this only works if the price of the stock goes up (speculation)
- The Federal Reserve Board, the governing body of the Federal Reserve System (the nation's central bank) became nervous about the risky stock market activity and created new requirements to slow down the margin loans, but large corporations offered the brokers cash to continue margin loans

Stock Market Crashes

- Americans slowed down on their purchases of manufactured goods and rumors spread that big investors were about to take their money out of the stock market
- Thursday, October 24, 1929 nervous investors began selling stocks starting a huge sell-off of stocks, since few were buying, stock prices dropped sharply, triggering a bigger panic to sell
- Some leading bankers stepped in to buy stocks and prevent a further collapse, but by Tuesday, October 29, 1929 also called Black Tuesday, the damage was catastrophic – the value of the stock market dropped by \$16 billion



Effects of the Crash

- **Individuals**: Margin buyers were hit the hardest, losing years of gain almost overnight, being forced to sell stock to pay off loans used to purchase the stock, losing savings trying to repay debts
- **Banks**: People rushed to withdraw their money, many banks were also invested in the stock market or had given loans to investors that were unable to pay back their loans, this led to many banks going out of business
- **Business**: Banks and investors were no longer supplying the money needed to expand and people were not buying unnecessary items, leading to layoffs, this unemployment led to fewer people buying products – a cycle of layoffs and reduced consumer spending; 3 million people lost their jobs and quit spending money
- **Overseas**: America's economic disaster had ripple effects in the post-WWI recovering Europe where America had loaned money and now called in the loans, but businesses and governments were unable to pay back the loans and began to layoff workers (creating the cycle of layoffs and reduced consumer spending) and passed high tariffs (tariff is a tax on imported items) to encourage spending within the country – which led to less world trade

Development of the Great Depression

- The stock market crash did not affect most Americans as they did not have money invested in the stock market, but the strain the crash put onto the banking system did
- People began to withdraw their savings from the banks, but the laws did not require banks to hold very much cash in the building and these “runs” on the banks led to bank failures and most banks closed – leaving millions of people with no money
- Farmers had already been struggling during the 1920s but overproduction and falling prices meant less income for farmers and left many unable to pay back bank loans used to buy land and farm equipment
- Hundreds of thousands of farms went bankrupt and suffered foreclosure (bank takes ownership of a property when loan payments are not made)
- Unemployment rose sharply after the stock market crashed and was up to 25% across the country, some areas saw higher unemployment rates such as Harlem at 50%
- By 1933, the gross national product had dropped 40% from pre-crash levels

Human Impact of the Great Depression

- Millions of Americans are out of work and the competition for the few jobs available was fierce, many turned to begging door to door or to waiting in soup lines or bread lines to try to survive – many just went without food some days
- No federal government programs existed to help families get food or money but there were local charities and some state governments attempting to help
- With no job or income, most lost their home to eviction or foreclosure, and shantytowns began to pop up in public parks and on the outskirts of town known as Hooverilles (a stab at President Hoover whom many blamed for the Great Depression)
- Unemployed people began to sell apples on the city streets to try to earn money, others (called hoboes) would jump onto moving trains and go from city to city looking for work but many train companies hired “bulls” or guards to chase away the hoboes
- Most hoboes were men who had left their families that they could not support any longer, but there were over 250,000 teenagers that roamed the country as well and they created a form of sign language to warn other hoboes of potential danger or good places for help

Hoovervilles



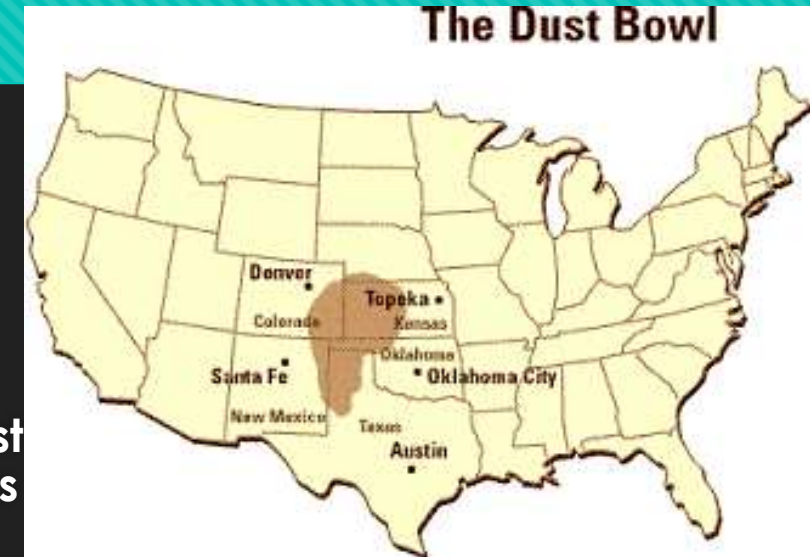
Emotional Toll of the Great Depression

- Millions of Americans were poor, jobless, and struggling daily to survive, but most Americans felt that their situation was a sign of personal failure and taking handouts was deeply troubling
- This grim despair is reflected in a rise in suicide rates in the early 1930s, while others were angry that America had failed its hardworking citizens



Devastation in the Dust Bowl

- A drought, or dry period, is a normal part of a weather cycle, but careless agriculture practices in the Great Plains removed all of the natural grasses and left the topsoil unsecured
- When the drought began in 1931 and the winds picked up, the fine topsoil was blown from central US states all the way to the Atlantic Coast choking out the crops, burying farm equipment and seeping into homes through drafty windows and under doors for several years, storms were known as Black Blizzards
- The hardest hit area became known as the Dust Bowl and almost 3 million farmers packed up and moved west along Route 66 towards California looking for work on farms, these travelers were called Okies (as in from Oklahoma) but they came from all across the Great Plains states
- Writers like John Steinbeck and singer-songwriters like Woody Guthrie wrote about the plight of the Okies in the novel The Grapes of Wrath and in songs like Pastures of Plenty



Herbert Hoover's Philosophy

- President Hoover had worked in both President Harding and Coolidge's administrations and had a plan for how to run the country, but the stock market crash impacted that plan
- He wanted to run the country and the government to have as little a role in business as possible, something he called "rugged individualism" where the government interference would not threaten prosperity
- As part of Hoover's "associative state" businesses would voluntarily partner with other businesses and the government to ensure business ran fairly and efficiently
- The Hoover Dam was an example of his associative state belief where six independent companies would work together using government funding to build a massive hydroelectric dam that would provide water and power to parts of seven states in the southwest region of the US, the Hoover Dam project was approved in the 1920s and built in the 1930s along the Colorado River at the Arizona-Nevada border

Hoover's Response to the Great Depression

- Hoover's belief of not providing direct aid, but rather finding ways for people to help themselves (or "pulling yourself up by your bootstraps") led his government policies
- He advocated for voluntary cooperation before the stock market crash to help farmers by having them work together in a "cooperative" (an organization owned and controlled by its members) to buy fertilizer in bulk for cheaper and market crops to increase income
- Hoover attempted this policy with other business leaders after the stock market crash, hoping for cooperation from the businesses in not laying off workers or cutting wages so that they would keep their income and buy products which would help the economy recover, but he did not get much cooperation for business leaders
- By 1932, Hoover urged Congress to create the Reconstruction Finance Corporation (RFC) which would create \$2 billion in direct government loans to banks, and other struggling businesses
- He also encouraged the creation of the Federal Home Loan Bank to encourage home building and reduce foreclosures, but many Americans felt it was too little, too late

America Responds to Hoover

- To boost the American economy, Hoover signed the Smoot-Hawley Tariff Act in 1930 but it set tariffs so high that European countries began to set high tariffs on American goods and global trade plunged by more than 60% by 1934 – a major backfire
- Though he did not believe in direct government aid, Hoover began to push for limited forms of direct relief, but the voters were not impressed when he gave money to banks instead of to the citizens
- The Bonus Army incident that turned deadly in Washington, D.C. did not help Hoover's case either – WWI veterans had been promised a bonus to be paid in 1945, but they marched to Washington to demand their money early in 1932
- Hoover believed in a balanced government budget and would not spend more than it had in tax money, so he chose not to pay the WWI veterans their bonus and raised taxes in 1932 to increase the government budget – not a popular move among unemployed voters
- Democrats took over the House of Representatives in 1930 and it was clear would not be reelected in 1932

Election of 1932

- Democrats chose Franklin Delano Roosevelt as their candidate after he gained popularity among voters for denouncing Hoover's strategy and promising to help the "forgotten man"
- He was a distant cousin of former President Teddy Roosevelt and the Governor of New York in 1929 where he introduced programs to help the citizens of New York during the Great Depression
- FDR was vague in his speeches, but generally promised relief for the poor and to increase the public works projects (the program Hoover started to use government funding for building projects that gave people jobs)
- Despite Hoover's warnings that FDR was making dangerous plans and promises, the voters overwhelmingly sided with FDR, he got 57% of the popular vote and swept the electoral votes in all but six states in the northeast
- Democrats also won enough seats in both houses of Congress to have a majority



A Political Partnership

- One of FDR's greatest strengths as a president was his personality and his ability to communicate his warmth and concern for the American people
- He utilized the radio to deliver "fireside chats" that were spoken in simple terms to help people understand that he was concerned about them and gave reassurance that he would help them
- FDR believed that it was the government's role to take direct action to help its people in solving economic and social problems
- Roosevelt's wife, Eleanor, became his "eyes and ears" after he was left without full use of his legs from polio in the 1920s and she would travel the country to collect information and share it with her husband
- Eleanor Roosevelt became a powerful political force during her time in the White House, including campaigning to stop the lynching of African Americans and writing her own newspaper column, she forever changed the role of the First Lady



Roosevelt Takes Action

- FDR took office in 1933 and immediately declared a bank holiday (closed all banks in the US temporarily) and called Congress in to push through the Emergency Banking Act allowing the federal government to examine every bank and fix issues before being allowed to reopen
- He used a fireside chat to explain what he was doing and why, which reassured people that banks that were open would be safe to put their money into – some banks never reopened
- Congress passed the Glass-Steagall Act which created the Federal Deposit Insurance Corporation (FDIC) to ensure that savings accounts would not be lost, even if the bank failed
- Within a month, over \$1 billion in deposits was put back into the banks and helped to reestablish the confidence in the banking system

Hundred Days

- The first hundred days of his presidency, FDR pushed several new programs into action known as his “New Deal” and those programs were aimed at three specific goals known as the “Three R’s”:
 - Relief – for those suffering the effects of the Great Depression
 - Recovery – of the depressed economy
 - Reform – that would help prevent serious economic crisis in the future
- Examples included: Civilian Conservation Corps (CCC) which employed men from 18 to 25 and required most of their pay to be sent to their families, the Agricultural Adjustment Act (AAA) paid farmers a subsidy (government payment) to grow less crops to help drive up the price by reducing the supply, and the National Industrial Recovery Act (NIRA) that required businesses to cooperate and set prices and levels of production

Beyond the Hundred Days

- The NIRA included \$3.3 billion for expanding the public works programs that Hoover had started and were managed by the Public Works Administration (PWA)
- Labor unions were granted federal protection for the right to organize, and the public was made to feel more secure knowing the business dealings of major companies with the Federal Securities Act
- Securities and Exchange Commission (SEC) was created for the federal government to monitor the stock market
- The Tennessee Valley Authority (TVA) was an ambitious government program to develop the resources of the Tennessee River Valley, they built dams to control floods and aid in shipping along the river, and provided hydro-electric power to the area
- Civil Works Administration (CWA) created winter work for 4 million workers building highways, sewers, and airports
- The Indian Reorganization Act was also passed which reversed many of the previous policies regarding Native American tribes, granting limited rights to self-rule within the tribe, provided assistance in developing their resources and economy, and limited the sale of Indian lands

Trouble for the New Deal

- The New Deal signified a major shift in the relationship of the government and the people, but there were those with concerns
- Many believed the New Deal had not made enough change to be long lasting while others felt the shift in the role of government broke away from traditional American values
- Senator Huey Long felt FDR was too lenient on the old banking system and devised his own plan to help people buy homes by giving them a wage based on taxing the wealthy
- A Catholic Priest, Father Coughlin, held a popular radio broadcast where he attacked FDR's policies regarding the banking industry, but he was asked to leave the radio after becoming too extreme in his speeches and attacking leading Jewish members of society
- Dr. Townsend attacked FDR for not helping the elderly enough and suggested a plan to provide pensions to those over 60 years old, which would later be included in FDR's plans
- Two Supreme Court cases also halted FDR's New Deal plans by limiting the role of the executive branch which forced FDR to be more specific in his future plans and programs

Second Hundred Days

- Despite trouble in the courts, Americans were supportive of FDR and his progress and voted even more Democrats into office in 1934, which led to the Second Hundred Days of new laws and programs which became known as the Second New Deal
- Emergency Relief Appropriations Act stopped the direct payment to the needy and focused on paying those that worked, and the new Works Project Administration (WPA) was created
- The WPA employed over 8.5 million Americans costing \$11 billion and jobs ranged from building roads and zoos to recording the oral histories of former slaves to giving artists and writers a start at a career – the WPA employed 25% of the former jobless
- The Social Security Act was a major piece of the Second New Deal that provided a pension (a payment) to many people 65 and older, and also included temporary payments for those that lost a job and were looking for a new one
- This program eased the fears of the elderly but in order to create this program without massive tax hikes that would hurt the economy, FDR had to exclude some workers from the program like farmworkers and government employees

Reviving Organized Labor

- With the Supreme Court dismantling parts of the NIRA, FDR supported the Wagner Act (also known as the National Labor Relations Act) which would outlaw antilabor practices and create the National Labor Relations Board (NLRB) to enforce the labor policies
- The American Federation of Labor (AFL) had been created in the 1880s to protect skilled workers, but the Congress of Industrial Organization (CIO) was created by John Lewis to focus on the unskilled workers of the industrial factories
- The sit-down strike at the GM factory in Michigan in 1936 was a new technique in striking and proved effective for the CIO, instead of picketing outside the factory the workers went into the factory and refused to work – staying day and night until the issue was resolved
- The GM strike lasted six weeks but was a major victory for labor and established the CIO as a major force in organized labor and labor unions saw a rise in union membership by the millions, reaching 25% of the workforce belonging to a union by the early 1940s

Election of 1936

- Facing reelection, FDR created the Rural Electrification Administration (REA) to allow farm cooperatives to borrow money to pay for power lines to be run to rural areas – rural homes with electricity grew from 10% to 90% over ten years
- Although the Republican and newly formed Union Party both had presidential candidates, the election of 1936 was another overwhelming victory for FDR
- More Democrats were voted into Congress that year and 26 of 33 state governors up for election were won by Democrats
- African Americans in the North began to vote Democrat in large numbers, shifting away from the party of Lincoln



Court-packing Plan

- Frustrated with the Supreme Court for striking down several of the New Deal programs, FDR proposed a plan to Congress that would allow him to increase the size of the Supreme Court by up to six additional justices
- Congress battled with the president over his plan to “pack” the court with friendly justices for almost a year, and FDR lost a lot of support and supporters over the issue of upsetting the balance of power and the checks and balances system
- FDR pushed forward with the Farm Tenancy Act which helped tenant farmers and sharecroppers, who had been forced off the land when farmers were being paid to produce less, by giving them an opportunity to buy their own land
- In 1937 the Supreme Court upheld several New Deal programs including Social Security and the Wagner Act despite FDR’s efforts at packing the court
- A decline in the economy in 1937 urged FDR to continue the deficit spending (spending more than you have) in order to put Americans back to work

New Roles for Women and African Americans

- FDR promoted many women to lead New Deal agencies but Frances Perkins, Secretary of Labor, was the first female cabinet member and served in that role from 1933 until FDR died in 1945
- Mary McLeod Bethune led the “Black Cabinet” which was a group of African American government officials that met and became unofficial advisers to the president on all issues related to African Americans
- FDR was limited in his ability to support African Americans, he felt angering the Southern Democrats would endanger the New Deal programs and he could not risk the recovery of America



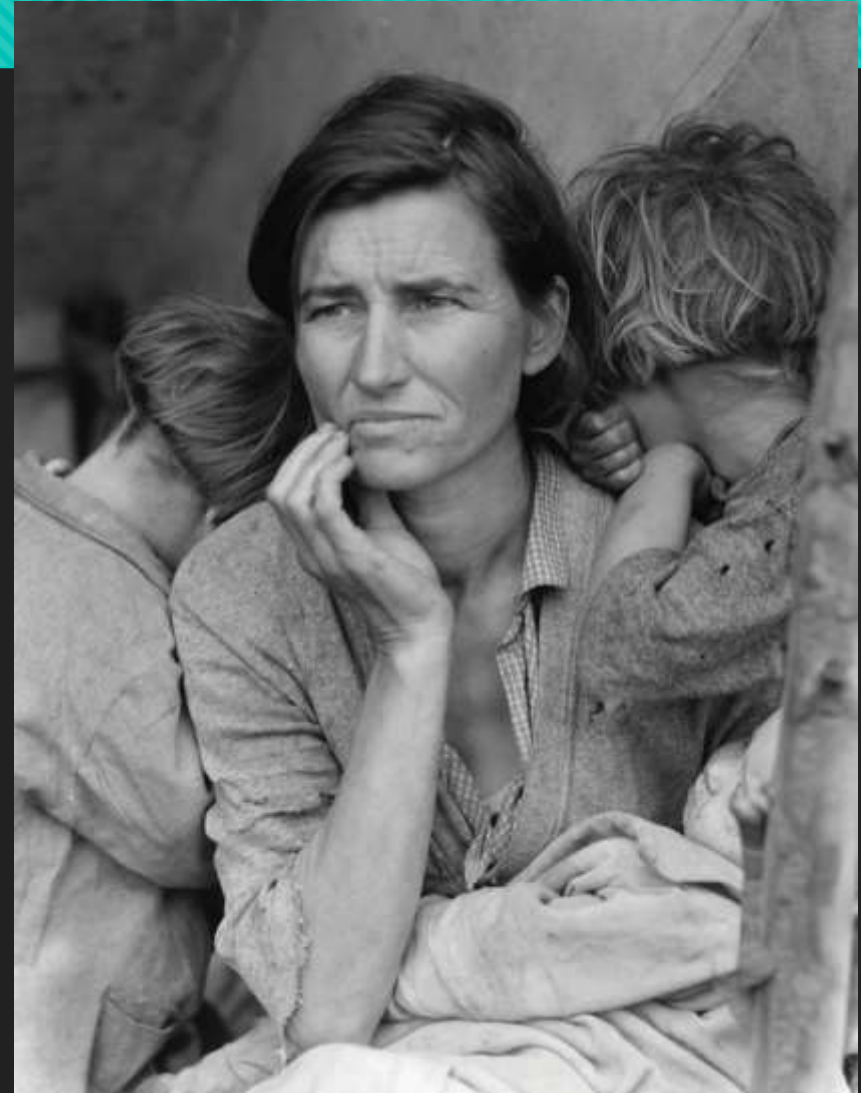
▲ Frances Perkins

Mary McLeod
Bethune ►



Telling the Story of the Great Depression

- Many artists told the story of the Great Depression through their own creative lens such as writers, painters, sculptors, songwriters, playwrights, but photography was an impactful medium
- Dorothea Lange focused her attention on the jobless, the rural poor, tenant farmers, and sharecroppers who were hit especially hard by the Great Depression
- Lange worked on behalf of the Farm Security Administration to capture the lives of the poorest Americans and gain support for the New Deal programs



Popular Entertainment in the 1930s

- Despite the hard times, many Americans still scraped up the pennies to go see a movie and escape their reality
- Although some films focused on the Great Depression such as *The Grapes of Wrath* and *Make Way for Tomorrow*, comedies and stories of the underdog succeeding were popular
- Walt Disney produced the first full-length animated film with *Snow White and the Seven Dwarves* while new techniques like color photography were introduced with *The Wizard of Oz* and *Gone With the Wind*
- Radios were also popular with political news, FDR's fireside chats, action and comedy programs like *The Lone Ranger* and sci-fi dramas like *The War of the Worlds* which was so realistic that it had many panicked listeners convinced Earth was really under attack by Mars
- Jazz music was expanding in popularity and style, a new form called "swing" music was a popular dancing music during the time
- Sporting events continued to be popular with baseball stars like Babe Ruth and Joe DiMaggio and boxing greats like Joe Lewis

Impact of the New Deal

- Relief programs put billions of dollars into the hands of the needy and provided long-lasting programs such as Social Security
- Recovery programs were less successful in making lasting impacts, unemployment went from 13 million in 1933 to 9 million in 1936 but back up to 10 million after the economic downturn in 1937 – historians disagree on why the recovery programs were not more successful (some feel they were not aggressive enough while some feel that they were not popular with big business which slowed the progress)
- Reform programs were overall successful and long-lasting with the FDIC and the SEC protecting bank deposits and monitoring the stock market
- New Deal programs left a legacy of thousands of bridges, dams, roadways, public buildings, schools, hospitals, and artist murals and sculptures scattered across the US
- The New Deal also forever changed the relationship of the American people and the government, with the government having a more direct role in the daily lives and business dealings of its citizens

The End of the New Deal

- Despite efforts to create jobs and bring an end to the Great Depression, the New Deal was never as successful as FDR had hoped largely due to the temporary nature of most of the programs, the opposition to racial equality, and the varied levels of government assistance in each state
- The economic slump in 1937 and the loss of support over the court-packing issue led to new anti-New Deal opposition in Congress
- The Fair Labor Standards Act which created a minimum wage and maximum working hours with time-and-a-half overtime pay was the last New Deal law passed
- FDR attempted to hand-pick Democratic candidates to run for Congress in areas where the incumbent (the existing person in the position) was opposed to the New Deal policies, but in every case those candidates lost the 1938 election
- With Europe on the brink of another war, Americans turned their attention to gearing up for a possible war and millions of workers filled the factories to produce wartime goods – ending the Great Depression