AMERICA GETS A "NEW DEAL"
Democrat, Governor of New York
From a wealthy & renowned family, he was a cousin of Theodore Roosevelt
Popular as a reformer, FDR fought poverty and unemployment in NY

Republican, Current President
His approval rating in ruins, Hoover had little chance at re-election
He was blamed for worsening the Depression, & American wanted change
ROOSEVELT IS ELECTED

ROOSEVELT’S LEGACY

THE New Deal, WWII leadership, one of the greatest presidents
-Franklin Delano Roosevelt beats Hoover by 7 million votes
-FDR's greatest asset was his overwhelming optimism & confidence
-His "can-do" attitude was exactly what Americans needed at the time
-FDR was extremely charismatic & a master communicator who spoke to Americans as his "friends"
ELECTION OF 1932

RESULTS

1932

ELECTORAL VOTE
TOTAL: 531

POPULAR VOTE
TOTAL: 39,744,313

Democratic (F. D. Roosevelt)

Republican (Hoover)

United States map showing the electoral vote distribution for the 1932 election.
Before taking office, FDR began planning to fight the Depression. He convened an elite group of advisors known as the “Brain Trust.” FDR designed a series of policies that would become “The New Deal.”

“New Deal” programs would combat the economic problems of the Depression through public works and direct relief. FDR’s “New Deal” had 3 goals: Relief, Recovery, and Reform.
AND THEN, ON MARCH 4 1933, Franklin Delano Roosevelt becomes president. Franklin Delano Roosevelt implemented over 15 New Deal programs that expanded the Federal Government’s role in the national economy over an intense period from March to June, 1933.
THE NEW DEAL TAKES ON REFORM
THE BANK HOLIDAY
One day after taking office, FDR ordered a “Bank Holiday”, closing all banks to stop panicked withdrawals.

EMERGENCY BANKING RELIEF ACT
FDR authorized the Treasury to inspect banks for stability, closing bad banks and allowing only strong banks to reopen.

BANKING & FINANCE REFORM
FDR’s first priority was to stabilize the banks and restore faith in the financial sector.

SECURITIES AND EXCHANGES COMMISSION
The SEC regulated the stock market and made it illegal to rig the stock market w/ insider trading.

GLASS-STEAGALL ACT
Created the Federal Deposit Insurance Corporation (FDIC) which insured accounts $5k and up & protected peoples' $.
THE BANK HOLIDAY

SECURITIES AND EXCHANGES COMMISSION

EMERGENCY BANKING RELIEF ACT

GLASS-STEAGALL ACT

WHAT WAS THE EFFECT?

CONSUMER CONFIDENCE IN THE BANKING SYSTEM WAS RESTORED AND AMERICANS BEGAN DEPOSITING THEIR SAVINGS BACK INTO BANKS, MAKING MONEY AVAILABLE AGAIN.
THE NEW DEAL STIMULATES RECOVERY
FDR launched programs to help farmers & agriculture recover.

**AGRICULTURAL ADJUSTMENT ACT**

The *AAA* paid farmers to leave a portion of their fields unseeded.

- Reducing the surplus of crops would raise prices, increase farmers income.

**TENNESSEE VALLEY AUTHORITY**

The *TVA* constructed dams in the impoverished Tennessee River Valley.

- It created jobs, provided flood control, irrigation, cheap electricity.
The New Deal provides relief.
FDR also created programs aimed at creating jobs thru public works.

**CIVILIAN CONSERVATION CORPS.**
The **CCC** gave jobs to young men 18-25, building roads & public parks.
-Wages were sent home to families & workers were fed, housed in camps.

**PUBLIC WORKS ADMINISTRATION**
The **PWA** gave $ to states for jobs to construct schools, public buildings.

**CIVIL WORKS ADMINISTRATION**
The **CWA** created 4 million jobs in construction & school teacher jobs.
While these programs helped, FDR provided additional aid.

The poor and needy required direct relief.

The nation's industries needed to be reformed to promote growth.

Homeowners who were buried in debt needed assistance.

Which leads to...
MORE of the NEW DEAL
RELIEF RECOVERY REFORM
FEDERAL EMERGENCY RELIEF ADMINISTRATION

FERA granted $500M in food, clothes, shelter, and work programs for unemployed, sick, and aged.

HOME OWNERS LOAN CORPORATION

HOLC provided new, low interest home loans to Americans who were struggling to make payments.

RECOVERY

FEDERAL HOUSING ADMINISTRATION

FHA insured home loans for Americans with good credit on tight budgets.

NATIONAL INDUSTRIAL RECOVERY ACT

NIRA created the National Recovery Administration which set price controls, wage levels, and work hours to promote fair competition and end layoffs.