THE 1930s--
BREAD LINES, SOUP KITCHENS
ORDINARY LIVES
BECOME DESPERATE LIVES.
Franklin Delano Roosevelt: THE ONLY THING WE HAVE TO FEAR IS FEAR ITSELF.
ROOSEVELT'S NEW DEAL PROGRAMS
THE SO-CALLED "ALPHABET SOUP"
OF THE NEW DEAL--
THE C.C.C., THE T.V.A. AND W.P.A.
WAS A WAY OF BRINGING SOME BIT OF HOPE.
LOOK AT FRANKLIN ROOSEVELT.
HE HAD TO HAVE PEOPLE LIFT HIM UP OUT OF BED
TO BE PUT SOMETIMES IN THE WHEELCHAIR.
AT HIS SIDE, THE FIRST LADY, ELEANOR ROOSEVELT.
IT WAS SAID SHE WENT WHERE HER HUSBAND COULDN'T--
RIGHT TO THE HEART OF THE PEOPLE.
DID F.D.R. PULL AMERICA OUT OF THE DEPRESSION?
WHEN FRANKLIN DELANO ROOSEVELT WAS SWORN IN AS 32nd PRESIDENT OF THE UNITED STATES IN 1933
AMERICA WAS DEEP INTO THE ECONOMIC DEPRESSION THAT ENSUED FROM BLACK TUESDAY, OCTOBER 24, 1929
THE DAY THE STOCK MARKET CRASHED INTO A PANIC.
BY 1933, ONE OUT OF EVERY FOUR AMERICAN WORKERS WAS UNEMPLOYED.
12 MILLION IN ALL.
AT THE TIME, THERE WERE NO FEDERAL WELFARE PROGRAMS.
PRESIDENT HERBERT HOOVER HAD TAKEN THE POSITION
THAT DOING NOTHING WAS THE BEST POLICY.
THIS HARDLY COMFORTED THE STARVING THRONGS.
AT SOUP KITCHENS OR REASSURED THE HOMELESS FAMILIES.
WHO PACKED INTO SALVATION ARMY SHELTERS.

ACROSS THE NATION, URBAN CENTERS HAD TURNED INTO DESOLATION ROWS.

GRIM SHANTYTOWNS BITTERLY DUBBED "HOOVERVILLES" SPRANG UP OUT OF OLD CRATES AND CARTONS IN MANY CITIES.

WHILE A DROUGHT ACROSS THE SOUTHWEST SHRIVELED CROPS INTO A WASTELAND.

A SINGLE STORM COULD BLOW AWAY 300 MILLION TONS OF TOP SOIL WHICH IS LIKE TOSSING 3,000 HUNDRED-ACRE FARMS INTO THE WIND.

FARM FAMILIES TOOK TO THE HIGHWAYS MANY IN OLD JALOPIES, HEADED WEST HOPING TO SELL THEIR LABOR IN THE GREEN VALLEYS OF CALIFORNIA.

MILLIONS OF MEN AND BOYS AND WOMEN, TOO CROSSED THE COUNTRY IN FREIGHT CARS LOOKING FOR WORK LIVING IN HOBO JUNGLES, ASKING FOR HANDBOUTS AT BACK DOORS.

AUTO MAKER, HENRY FORD IS REPORTED TO HAVE REMARKED WITHOUT IRONY "THAT THE YOUNG MEN AND BOYS CROSSING THE COUNTRY, WERE GETTING A GOOD EDUCATION."

THE GREAT DEPRESSION THREW THE VAST MAJORITY OF AMERICANS UPON HARD TIMES, FROM THE FARMS TO THE CITIES AND CAST MILLIONS OF AMERICAN FAMILIES INTO UTTER DESPERATION.

FAILURE AND HELPLESSNESS DROPPED LIKE A SHROUD OF A STARVING NATION.

SUICIDES SOARED AS MORE AND MORE PEOPLE GAVE UP HOPE TO FEED THEIR CHILDREN.

WHEN MILLIONS WENT HUNGRY, FARMERS BURNED THEIR CROPS OR LEFT THEM TO ROT IN THE FIELDS RATHER THAN SELL THEM AT PRICES
BELOW THE COST OF PRODUCTION.
SUFFERING WAS THE WORD OF THE DAY
AND THE SONG WHICH BEST CAPTURED THE ERA
"BROTHER, CAN YOU SPARE A DIME?"

§ THEY USED TO TELL ME
I WAS BUILDING A DREAM §
§ WAITING FOR BREAD? §
§ SAY, DON'T YOU REMEMBER? §
§ I'M YOUR PAL §
§ BUDDY, CAN YOU SPARE A DIME? §

THE NEW PRESIDENT WAS NO STRANGER TO SUFFERING
THOUGH OF A DIFFERENT KIND.
FRANKLIN ROOSEVELT WAS RAISED IN A WORLD OF PRIVILEGE AND WEALTH
AND HAD THE PATINA AND OPTIMISM OF HIS CLASS.
BUT AT THE AGE OF 39
HE WAS STRICKEN WITH POLIO AND LEFT PARTIALLY PARALYZED.
FOR THE REST OF HIS LIFE
HE WOULD CONTINUE TO BE CONFINED TO A WHEELCHAIR
ABLE TO STAND ONLY WITH THE AID OF HEAVY METAL BRACES
LOCKED AROUND HIS LEGS.
FOR HIS FIRST INAUGURATION ROOSEVELT WAS DETERMINED TO LIFT HIS NATION'S MOOD
THROUGH HIS OWN UNDAUNTED OPTIMISM.
Roosevelt:
LET ME ASSERT MY FIRM BELIEF
THAT THE ONLY THING WE HAVE TO FEAR IS FEAR ITSELF.
Brinkley:
A RAIN-SOAKED CROWD AT THE CAPITOL
AS WELL AS SOME 60 MILLION RADIO LISTENERS AT HOME
SAW THAT THEY HAD A NEW CHAMPION IN THE WHITE HOUSE
AND THAT CHAMPION WAS A CONTRADICTION
IN QUITE A FEW TERMS.
AN ARISTOCRATIC DEMOCRAT
WHO NOT ONLY SYMPATHIZED WITH THE DOWNTRODDEN
But meant to put the full force of his executive powers to smashing the grasp of economic despair. Roosevelt made good on his campaign pledge of offering Americans a new deal--his collective remedy for the great depression.

The deal consisted of a series of bold economic experiments his administration would launch to prove that both American democracy and its kind of capitalism were alive and well and better than any other option.

At its core, the New Deal would funnel federal money to the relief victims of the depression.

F.D.R. proved a genius at bolstering the confidence of the American people.

Over the next eight years, his administration rolled out a string of new programs. The federal government became a virtual alphabet soup: among many others.

Roosevelt's New Deal programs were most remarkable for their number and their commitment to making the federal government an active instrument in the pursuit of social justice. With the help of congressional democrats and progressive republicans, F.D.R. rescued the banking system with deposit insurance and abandoned the gold standard to raise wages and prices.

Shored up the nation's faltering rail system and did the same.

Saved a fifth of all American homes from foreclosure and did the same.
FOR THOUSANDS OF FARMS
125 01:07:33:21 01:07:37:24 BY REFINANCING THEIR MORTGAGES.
126 01:07:37:26 01:07:39:25 ROOSEVELT SOLD HIS
NEW DEAL PROGRAM
127 01:07:39:27 01:07:42:14 THROUGH THE NEW SCIENCE
OF PUBLIC RELATIONS.
128 01:07:42:16 01:07:45:18 HE HELD AN UNPRECEDENTED NUMBER
OF PRESS CONFERENCES
129 01:07:45:20 01:07:47:19 HIRED THE FIRST WHITE HOUSE
PRESS SECRETARY
130 01:07:47:21 01:07:49:28 AND BROADCAST HIS EMPATHY
WITH THE COUNTRY’S SUFFERING
131 01:07:50:00 01:07:53:26 INTO EVERY LIVING ROOM
THROUGH FIRESIDE CHATS ON RADIO.
132 01:07:53:28 01:07:56:25 Roosevelt:
No sound bank is
a dollar worse off...
133 01:07:56:27 01:07:59:20 THE P.R.-MINDED WASHINGTON
BUREAU CHIEF OF CBS RADIO
134 01:07:59:22 01:08:01:29 FIRST SUGGESTED THE TERM
"FIRESIDE CHAT."
135 01:08:02:01 01:08:04:29 BUT IT WAS ROOSEVELT HIMSELF
WHO TARGETED THE AUDIENCE
136 01:08:05:01 01:08:10:04 WRITING, "I TRIED TO PICTURE A
MASON AT WORK ON A NEW BUILDING
137 01:08:10:06 01:08:14:15 A GIRL BEHIND A COUNTER,
AND A FARMER IN HIS FIELD."
138 01:08:14:17 01:08:17:28 TO PENETRATE THE CONSCIOUSNESS
OF AMERICANS EVEN FURTHER
139 01:08:18:00 01:08:20:23 ROOSEVELT AND A BRIGADE
OF BRIGHT YOUNG ARTISTS
140 01:08:20:25 01:08:22:04 AND HISTORIANS
141 01:08:22:06 01:08:24:12 RECORDED THE CRISIS OF THE DAY
FOR POSTERITY,
142 01:08:24:14 01:08:27:08 THE HISTORICAL SECTION OF THE
RESETTLEMENT ADMINISTRATION
143 01:08:27:10 01:08:28:27 ONE OF THE NEW DEAL PROGRAMS
144 01:08:28:29 01:08:31:29 CREATED TO HELP AMERICAN FARMERS
BECAME A LOCUS FOR THIS EFFORT.
145 01:08:32:01 01:08:35:20 IT WAS HOME TO DOZENS
OF BRILLIANT PHOTOGRAPHERS
146 01:08:35:22 01:08:39:13 PERHAPS, NONE MORE BRILLIANT
THAN DOROTHEA LANGE.
147 01:08:39:15 01:08:41:03 LANGE HAD TAKEN UP PHOTOGRAPHY
148 01:08:41:05 01:08:43:02 AS A HIGH SCHOOL GIRL
IN NEW JERSEY.
149 01:08:43:04 01:08:44:12 SHE HAD A HARD CHILDHOOD:
150 01:08:44:14 01:08:46:08 HER FATHER HAD DESERTED
HER FAMILY
151 01:08:46:10 01:08:48:18 AND A BOUT OF POLIO
LEFT HER SLIGHTLY LAME.
152 01:08:48:20 01:08:52:05 TENACIOUS AND SENSITIVE,
LANGE WAS A TRUE ARTIST.
153 01:08:52:07 01:08:54:15 HER "MIGRANT MOTHER"
SHOT IN 1936
154 01:08:54:17 01:08:57:19 IN A SQUALID MIGRANT CAMP
IN NIPOMO, CALIFORNIA

155 01:08:57:21 01:08:59:20 IS A HEART-WRENCHING IMAGE.
156 01:08:59:22 01:09:04:03 LANGE RECALLED THE MOMENT IN
WHICH SHE MADE THE PHOTOGRAPH.
157 01:09:04:05 01:09:08:07 "I SAW AND APPROACHED THE
HUNGERED AND DESPERATE MOTHER
158 01:09:08:09 01:09:10:03 "AS IF DRAWN BY A MAGNET.
159 01:09:10:05 01:09:11:27 "SHE TOLD ME SHE WAS 32
160 01:09:11:29 01:09:14:29 "THEY HAD BEEN LIVING
ON FROZEN VEGETABLES
161 01:09:15:01 01:09:17:28 "AND BIRDS THAT
THE CHILDREN HAD KILLED.
162 01:09:18:00 01:09:22:01 SHE HAD JUST SOLD THE TIRES
FROM THE CAR TO BUY FOOD."
163 01:09:22:03 01:09:23:26 LANGE TOOK FIVE EXPOSURES.
164 01:09:33:09 01:09:36:00 SHE SELECTED THIS ONE
TO BE PRINTED.
165 01:09:36:02 01:09:38:08 IT'S A CLASSIC AMERICAN IMAGE
166 01:09:38:10 01:09:41:06 ONE, HOWEVER, MORE FAMILIAR
TO US TODAY
167 01:09:41:08 01:09:44:04 THAN IT WAS TO AMERICANS
IN THE 1930s.
168 01:09:44:06 01:09:47:12 MANY NEWSPAPERS AND MAGAZINES
REFUSED TO PRINT PHOTOGRAPHS
169 01:09:47:14 01:09:49:10 GENERATED UNDER
NEW DEAL PROGRAMS.
170 01:09:49:12 01:09:51:23 THEIR REASONS WEREN'T
ENTIRELY SURPRISING.
171 01:09:51:25 01:09:54:23 PUBLISHERS FELT THAT
GOVERNMENT-FUNDED PHOTOGRAPHERS
172 01:09:54:25 01:09:57:06 TOOK WORK FROM THOSE PAID,
USUALLY UNDERPAID
173 01:09:57:08 01:09:58:16 ON THEIR STAFF
174 01:09:58:18 01:10:00:13 AND THEY WEREN'T INCLINED
TO PROVIDE A FORUM
175 01:10:00:15 01:10:02:14 FOR WHAT THEY THOUGHT
WAS PROPAGANDA
176 01:10:02:16 01:10:03:22 FOR NEW DEAL PROGRAMS.
177 01:10:03:24 01:10:05:18 ROOSEVELT'S NEW DEAL PROGRAMS
178 01:10:05:20 01:10:08:20 PREDICTABLY CAME UNDER
ATTACK FROM MANY CORNERS.
179 01:10:08:22 01:10:11:22 IN RESPONSE TO THE CHARGE
THAT NEW DEAL PROGRAMS
180 01:10:11:24 01:10:13:07 WERE BOONDOGGLES--
181 01:10:13:09 01:10:16:06 GOVERNMENT MAKE-WORK PROJECTS
TO KEEP THE IDLE BUSY--
182 01:10:16:08 01:10:18:04 F.D.R. PROCLAIMED IN 1936
183 01:10:18:06 01:10:22:04 "IF WE CAN BOONDOGGLE OURSELVES
OUT OF THIS DEPRESSION
184 01:10:22:06 01:10:24:22 "THAT WORD IS GOING
TO BE ENSHRINED
185 01:10:24:24 01:10:28:18 IN THE HEARTS OF AMERICAN PEOPLE
FOR YEARS TO COME."
186 01:10:28:20 01:10:30:06 BY THE END OF 1934
187 01:10:30:08 01:10:33:28 MORE THAN 20 MILLION AMERICANS,
ONE OUT OF EVERY SIX CITIZENS
188 01:10:34:00 01:10:37:03 WERE RECEIVING SOME FORM
OF PUBLIC ASSISTANCE.
189 01:10:37:05 01:10:40:24 IN 1935, CONGRESS VOTED
THE THEN-STAGGERING SUM
190 01:10:40:26 01:10:43:17 OF SOME FIVE BILLION DOLLARS
FOR WORK RELIEF
191 01:10:43:19 01:10:46:07 MOST OF WHICH WENT
INTO PUBLIC PROJECTS
192 01:10:46:09 01:10:49:04 SUCH AS THE CONSTRUCTION OF NEW
AIRPORTS, HOSPITALS AND SCHOOLS
193 01:10:49:06 01:10:51:12 UNDER THE WORKS
PROJECT ADMINISTRATION.
WAS TO PUT THE EXPERTISE
195 01:10:55:28 01:11:00:09 OF UNEMPLOYED WHITE-COLLAR
WORKERS TO WORK AS WELL.
196 01:11:00:11 01:11:02:00 ANOTHER WAS TO SUPPORT
THE NATION'S ARTS
197 01:11:02:02 01:11:04:07 BY HIRING ITS STARVING ARTISTS.
198 01:11:04:09 01:11:06:23 THE GOVERNMENT DID THIS
BY CREATING
199 01:11:06:25 01:11:09:04 FEDERAL ART, MUSIC
AND WRITER'S PROJECTS
200 01:11:09:06 01:11:12:26 AS WELL AS A FEDERAL THEATER,
ALL UNDER THE W.P.A.
201 01:11:12:28 01:11:16:03 THESE AGENCIES PUT THOUSANDS
OF CREATIVE AMERICANS TO WORK.
202 01:11:16:05 01:11:19:16 PAINTING PUBLIC MURALS
203 01:11:19:18 01:11:22:09 COMPOSING AND PERFORMING
NEW MUSIC
204 01:11:22:11 01:11:25:05 AND WRITING EVERYTHING,
FROM NEW PLAYS
205 01:11:25:07 01:11:29:22 TO THE STILL-TREASURED W.P.A.
TRAVEL GUIDES TO EVERY STATE.
206 01:11:29:24 01:11:31:09 FOR AMERICA'S FARMERS
207 01:11:31:11 01:11:33:23 THE AGRICULTURAL ADJUSTMENT
ADMINISTRATION, THE A.A.A.
208 01:11:33:25 01:11:37:07 ESTABLISHED DURING
ROOSEVELT'S VIGOROUS
FIRST 100 DAYS IN OFFICE
209 01:11:37:09 01:11:39:13 RESCUED EVEN MORE FARMERS
210 01:11:39:15 01:11:44:18 BY PAYING FARMERS NOT TO PRODUCE
CROPS BEYOND CERTAIN QUOTAS.
211 01:11:44:20 01:11:47:09 GIVEN HOW MANY AMERICANS
WERE GOING HUNGRY AT THE TIME
212 01:11:47:11 01:11:52:15 THESE QUOTAS SPARKED AN ANGRY
RESPONSE FROM THE PUBLIC.
THREE YEARS AFTER ITS CREATION
214 01:11:56:01 01:12:01:00 AMERICA'S FARMERS WERE
BETTER OFF THAN BEFORE, BY HALF.
215 01:12:01:02 01:12:03:11 AMONG THE MORE DRAMATIC
NEW DEAL MEASURES
216 01:12:03:13 01:12:06:03 WAS THE CIVILIAN
CONSERVATION CORPS, THE C.C.C.
217 01:12:06:05 01:12:09:01 WHICH WAS DESIGNED TO PUT
JOBLESS YOUNG MEN TO WORK

218 01:12:09:03 01:12:10:17 IN THE NATIONAL FOREST
219 01:12:10:19 01:12:13:22 AND ON FEDERAL CONSERVATION
AND ROAD CONSTRUCTION PROJECTS.
WERE RUN BY THE U.S. ARMY
221 01:12:16:18 01:12:18:28 WHICH IMPOSED STRICT DISCIPLINE
ON THE CORPS' RECRUITS--
222 01:12:19:00 01:12:21:16 SINGLE MEN BETWEEN
THE AGES OF 18 AND 25
223 01:12:21:18 01:12:27:25 WHO WERE HEALTHY, UNEMPLOYED
AND WITHOUT FINANCIAL RESOURCES.
224 01:12:27:27 01:12:29:26 "C.C.C. BOYS"
AS THEY WERE CALLED
225 01:12:29:28 01:12:31:06 RECEIVED $30 A MONTH
226 01:12:31:08 01:12:33:23 IN ADDITION TO ROOM,
BOARD AND HEALTHCARE
227 01:12:33:25 01:12:37:13 WHICH IN MOST CASES LEFT
THE BOYS AS MUCH AS $25
228 01:12:37:15 01:12:40:05 TO SEND HOME TO THEIR
IMPOVERISHED FAMILIES
229 01:12:40:07 01:12:41:23 EVERY MONTH.
230 01:12:41:25 01:12:45:25 ARMED WITH PICKAXES, SHOVELS,
SAWS AND THEIR OWN MUSCLES
231 01:12:45:27 01:12:49:04 "THE C.C.C. BOYS" SOWED GRASS,
PLANTED TREES
232 01:12:49:06 01:12:51:05 FOUGHT FOREST FIRES,
CUT HIKING TRAILS
233 01:12:51:07 01:12:53:18 AND BUILT EVERYTHING
FROM BRIDGES
234 01:12:53:20 01:12:56:05 TO PUBLIC SWIMMING POOLS.
235 01:12:56:07 01:12:59:17 AT ITS ZENITH,
IN SEPTEMBER 1935
236 01:12:59:19 01:13:05:16 THE C.C.C. EMPLOYED HALF A
MILLION MEN IN 2,514 WORK CAMPS.
237 01:13:05:18 01:13:07:24 IN THE NINE YEARS IT EXISTED
2.9 MILLION YOUNGSTERS
239 01:13:11:01 01:13:15:25 LEARN ABOUT CONSERVATION, AS
WELL THE SKILLS TO PRACTICE IT.
HAVE BEEN ENGINEEREED
241 01:13:18:13 01:13:20:00 WITHOUT THE CONCERTED EFFORTS
CADRE OF HAND-PICKED ADVISORS.
244 01:13:24:15 01:13:26:05 WAS BY NO MEANS ALONE
IN HIS EFFORT
245 01:13:26:07 01:13:28:22 TO LEAD 1930s AMERICA
OUT OF THE GREAT DEPRESSION.
ROOSEVELT HARD AT THE TASK.
247 01:13:32:08 01:13:35:14 HIS WIFE AND DISTANT COUSIN,
ANNA ELEANOR ROOSEVELT
248 01:13:35:16 01:13:37:08 WAS RIGHT ALONG SIDE
249 01:13:37:10 01:13:40:06 TO SERVE AS THE NATION'S
BEACON OF COMPASSION.

250 01:13:40:08 01:13:42:05 AS FIRST LADY, 
HER CARING INSIGHTS 
AND DEDICATION 
TO THE PLIGHT OF THE POOR 
HELPED PUT A HUMAN FACE 
ON THE NEW DEAL BUREAUCRACY. 
WHAT'S MORE, SHE WAS CIVIL 
RIGHTS WARRIOR FROM THE START. 
WHEN THE DAUGHTERS OF THE 
AMERICAN REVOLUTION BARRED 
THE GREAT AFRICAN-AMERICAN 
CONTRALTO MARION ANDERSON 
FROM SINGING AT THEIR 
CONSTITUTION HALL IN WASHINGTON 
ELEANOR ROOSEVELT INSTANTLY QUIT 
THE ORGANIZATION. 
A FEW MONTHS LATER, SHE DROVE 
HER POINT HOME 
BY SPONSORING ANDERSON'S 
EASTER SUNDAY CONCERT 
AT THE LINCOLN MEMORIAL 
WHICH DREW A CROWD 
OF 100,000 STRONG 
AND BECAME A LANDMARK OF 
THE U.S. CIVIL RIGHTS MOVEMENT. 
Anderson: 
§ ...SWEET LAND OF LIBERTY § 
OF THEE WE SING... § 
REXFORD TUGWELL, ONE OF F.D.R.'S 
BEST AND BRIGHTEST NEW DEALERS 
RECALLED NUMEROUS OCCASIONS 
IN WHICH ELEANOR ROOSEVELT 
CHANGED U.S. GOVERNMENT POLICY 
SIMPLY BY SAYING, "FRANKLIN, 
sURELY YOU WILL NOT." 
AS HISTORIAN 
DORIS KEARNS GOODWIN HAS NOTED 
FRANKLIN ROOSEVELT THOUGHT 
IN TERMS OF WHAT COULD BE DONE. 
ELEANOR ROOSEVELT FOCUSED 
ON WHAT SHOULD BE DONE. 
SADLY, SOME WERE SUSPECT 
OF HER LIBERAL VIEWS. 
OTHERS MOocked HER PIETY 
D HER PROTRUDING TEETH. 
BUT NO AMOUNT OF NAME-CALLING 
BROKE HER OPEN-HEARTED 
AND OPEN-MINDED SPIRIT. 
ALL TOO MANY HAVE WRITTEN 
ELEANOR ROOSEVELT OFF 
AS JUST ANOTHER WELL-INTENTIONED 
SOCIETY IDEALIST 
DOOMED TO FRUSTRATION 
BY REALITY. 
IN FACT,
She was an utter pragmatist. One who understood and refused to shy from stark truths. One of those truths was that the Great Depression hit America's black population the hardest. One of those truths was that the Great Depression forced legions of African Americans to migrate from impoverished rural areas in the South to the cities of the North. As poet Langston Hughes described it, "everybody in America was looking for work. Everybody was moving from one place to another in search of a job." The vast majority of these displaced blacks failed to find employment in the so-called promised land. The worst, they faced racism for trying to "take" scarce jobs away from northern whites. This new racial hatred had boiled over in 1931 in the controversial Scottsboro case in which nine young black men were convicted on questionable evidence of having raped two white women on a freight train in Alabama. Eight of the nine received the death sentence. In the end, none of the Scottsboro defendants was executed. Not everybody revered the Roosevelts. F.D.R. may have been saving American capitalism.
BUT THE EAST COAST ELITE RESPONDED TO HIS EFFORTS WITH DISGUST AND THE ACCUSATION THAT HE WAS A TRAITOR TO HIS CLASS.

SOME CRITICS WENT SO FAR AS TO CLAIM THAT F.D.R.'S POLIO WAS REALLY A VENEREAL DISEASE AND THAT HIS WIFE WAS A BOLSHEVIK.

WITH HER BLEEDING HEART SET ON TURNING AMERICA INTO A MARXIST WORKERS' PARADISE, NO LESS THAN THE U.S. CHAMBER OF COMMERCE ASSEMBLED ITS TROOPS IN WASHINGTON IN 1935 TO DENOUNCE THE NEW DEAL AS AN ATTEMPT TO SOVIETIZE AMERICA.

THE DEMAGOGUE HUEY LONG OF LOUISIANA-- A RENEGADE DEMOCRAT WHOSE "SHARE THE WEALTH" PLATFORM CLAIMED TO RADICALLY REDISTRIBUTE INCOME-- STEPPED FORWARD TO CHALLENGE F.D.R. FOR THE WHITE HOUSE.

AT THE SAME TIME DETROIT-BASED CATHOLIC PRIEST CHARLES EDWARD COUGHLIN-- A PRO-FASCIST ANTI-SEMITE-- DENOUNCED THE PRESIDENT WITH SUCH SUSTAINED VEHEMENCE THAT HIS RANTINGS BEGAN TO HAVE A REAL IMPACT.

"God hates a hypocrite!"

BUT HOWEVER SHRILL THEIR CRITICS BECAME, THE MILLIONS OF AMERICANS TO LISTENED TO HIS RADIO PROGRAM. Coughlin:

God hates a hypocrite!

ON THE MILLIONS OF AMERICANS WHO LISTENED TO HIS RADIO PROGRAM. Coughlin:

God hates a hypocrite!

( audience cheering over radio )

BUT HOWEVER SHRILL THEIR CRITICS BECAME, THE MILLIONS OF AMERICANS STAYED FIRMLY BEHIND THE ROOSEVELTS.

IN 1936, F.D.R. EASILY WON REELECTION-- AGAIN IN 1940 AND YET AGAIN IN 1944.

AND HE REMAINS THE ONLY PRESIDENT IN U.S. HISTORY WITH SUCH SUSTAINED VEHEMENCE.

AND HE REMAINS THE ONLY PRESIDENT IN U.S. HISTORY.

BUT HOWEVER SHRILL THEIR CRITICS BECAME, THE MILLIONS OF AMERICANS STAYED FIRMLY BEHIND THE ROOSEVELTS.

IN 1936, F.D.R. EASILY WON REELECTION-- AGAIN IN 1940 AND YET AGAIN IN 1944.

AND HE REMAINS THE ONLY PRESIDENT IN U.S. HISTORY.
IN RETROSPECT.

THE PERSPECTIVE OF HISTORY MAKES IT EASIER TO SEE THE COMPLEXITY OF HIS STRATEGIES FOR DEALING WITH THE MANY TROUBLES OF HIS TIME.

CONSIDER, FOR EXAMPLE, HOW F.D.R. HANDLED THE RESURGENCE OF THE MORIBUND U.S. LABOR MOVEMENT.

BY THE MID-1930s THE FIERY UNITED MINE WORKER CHIEF JOHN L. LEWIS HAD TAKEN CHARGE OF A NEW LABOR UNION, THE C.I.O.--

IT WAS A HUGE AND NOT-YET POWERFUL UNION-- AN ASSOCIATION OF WORKERS FROM MANY DIFFERENT INDUSTRIES AND SERVICES.

UNDER HIS LEADERSHIP THE C.I.O.-AFFILIATED AUTOMOBILE WORKERS TRIED A NEW TACTIC, THE SIT-DOWN STRIKE IN WHICH EMPLOYEES SIMPLY REFUSED TO LEAVE THEIR WORKPLACES UNLESS THEY WERE GRANTED COLLECTIVE BARGAINING RIGHTS. YOU HAVE TO IMAGINE THE RISK-- THOUSANDS OF MEN PUTTING THEIR HARD-WON JOBS ON THE LINE IN THE MIDDLE OF THE DEPRESSION.

TO TAKE A STAND FOR THEIR RIGHTS AS WORKERS. IT WORKED.

THE IDEA CAUGHT FIRE AND SPREAD THROUGHOUT 1936. THAT DECEMBER, A MASSIVE SIT-DOWN STRIKE WAS STAGED IN FLINT, MICHIGAN IN RESPONSE TO GENERAL MOTORS' HEARTLESS FIRING OF TWO BROTHERS.

FOR 40 DAYS, 2,000 STRIKING WORKERS ENGAGED IN OUTRIGHT URBAN WARFARE.

TURNING FIRE HOSES ON THE POLICE WHO ATTACKED THEM WITH TEAR GAS.

EVENTUALLY THE POLICE WERE DRIVEN BACK BUT ONLY AFTER 13 WORKERS
WERE SERIOUSLY INJURED.

375 01:19:28:08 01:19:30:08 A NERVOUS MICHIGAN GOVERNOR, FRANK MURPHY
376 01:19:30:10 01:19:33:11 HAD TO CALL IN THE NATIONAL GUARD TO QUELL THE SIEGE.
377 01:19:35:12 01:19:36:26 IT DIDN'T END THERE.
378 01:19:36:28 01:19:39:15 SOON THE STRIKE SPREAD TO OTHER GENERAL MOTORS FACTORIES.
380 01:19:42:07 01:19:44:04 THEY AGREED TO A SIX-MONTH SETTLEMENT
381 01:19:44:06 01:19:45:26 AND WENT BACK TO WORK.
382 01:19:45:29 01:19:47:28 BUT THE DIE WAS CAST--
383 01:19:47:28 01:19:52:07 NOT JUST GENERAL MOTORS, BUT ALL THE AUTOMOTIVE GIANTS IN DETROIT
384 01:19:52:09 01:19:54:18 WERE FORCED TO ACCEPT THAT FROM THEN ON
385 01:19:54:20 01:19:57:22 THEY WOULD HAVE TO DEAL WITH THE POWERFUL C.I.O.
386 01:19:57:24 01:20:02:04 RATHER THAN THE POWERLESS INDIVIDUALS WHO COMPRISED IT.
387 01:20:02:06 01:20:04:17 BEFORE THE G.M. SHOWDOWN IN 1936
388 01:20:04:19 01:20:06:15 THERE HAD BEEN 48 SIT-DOWN STRIKES
389 01:20:06:17 01:20:08:03 IN VARIOUS U.S. INDUSTRIES.
390 01:20:08:05 01:20:10:10 IN 1937, THERE WERE TEN TIMES THAT.
391 01:20:10:12 01:20:12:22 WHETHER THE STRIKES WERE ORCHESTRATED
392 01:20:12:24 01:20:14:24 BY GARBAGE HAULERS IN CONNECTICUT
393 01:20:14:26 01:20:17:27 GRAVEDIGGERS IN NEW JERSEY OR BROOM MAKERS IN COLORADO
394 01:20:17:29 01:20:20:27 SUCCESSFUL COLLECTIVE ACTION SHOWED WORKERS
395 01:20:20:29 01:20:22:04 THE POWER IN UNITY
397 01:20:23:19 01:20:26:10 BY SIMPLY REFUSING TO BUDGE.
398 01:20:26:12 01:20:29:29 THE RISK, OF COURSE, COULD BE JUST AS HIGH.
399 01:20:30:01 01:20:33:08 ON MEMORIAL DAY, 1937, FOR EXAMPLE
400 01:20:33:10 01:20:36:14 A STRIKE AT THE REPUBLIC STEEL PLANT IN CHICAGO
401 01:20:36:16 01:20:39:24 ENDED WITH POLICE FIRING UPON A MASS PICKET LINE
403 01:20:42:16 01:20:45:01 WHOM AUTOPSIES SHOWED HAD BEEN SHOT IN THE BACK
404 01:20:45:03 01:20:47:01 AS THEY TRIED TO RUN AWAY.
405 01:20:47:03 01:20:51:13 YET FRANKLIN ROOSEVELT MANAGED TO TURN EVEN THIS LABOR UNREST
406 01:20:51:15 01:20:53:28 TO THE GOOD
OF HIS TROUBLED NATION.

HE CREATED NEW LABOR RELATION

BOARDS TO MEDIATE

AND THEIR DISCONTENDED WORKERS.

MORE IMPORTANT, HE LEFT LITTLE

DOUBT WHOSE SIDE HE WAS ON

CHAMPIONING EGALITARIAN,

NEW LABOR POLICIES

DESIGNED TO IMPROVE THE LOT

OF THE AVERAGE WORKING AMERICAN.

MOST IMPORTANT, HOWEVER

F.D.R. INSTITUTED THE MOST

Sweeping government program

IN U.S. HISTORY, BEFORE OR SINCE

SPECIFICALLY TO ALLAY AMERICAN

WORKERS' FEARS

FOR THEIR ECONOMIC FUTURES.

THE SOURCE FOR THIS

NEW SENSE OF SECURITY

WAS THE GROUNDBREAKING

SOCIAL SECURITY ACT

PASSED BY CONGRESS

IN AUGUST 1935.

Roosevelt:

50 MILLIONS OF OUR CITIZENS

WILL REAP DIRECT BENEFIT

THROUGH UNEMPLOYMENT

COMPENSATION

THROUGH OLD-AGE PENSIONS

AND THROUGH INCREASED SERVICES

FOR THE PROTECTION OF CHILDREN

AND THE PREVENTION

OF ILL HEALTH.

ALTHOUGH HARDLY A NEW IDEA--

AS PROGRESSIVES HAD SPOKEN

OF SUCH A FEDERAL RETIREMENT

PROGRAM FOR DECADES--

THE SOCIAL SECURITY SYSTEM

ITSELF WAS REVOLUTIONARY.

THE UNITED STATES HAD BEEN BUILT

ON INDIVIDUALISM

AND THE VOLUNTEER SPIRIT.

EXCEPT FOR WAR VETERANS

THE FEDERAL GOVERNMENT HAD NEVER

PROVIDED OLD-AGE PENSIONS

UNEMPLOYMENT COMPENSATION,

HEALTH INSURANCE

OR PUBLIC ASSISTANCE

OF ANY OTHER KIND.

THE GREAT DEPRESSION

CHANGED THAT.

UNDER THE NEW

SOCIAL SECURITY ACT

NEARLY ALL AMERICAN EMPLOYEES

AND THEIR EMPLOYERS
WE WERE OBLIGED TO PAY A PAYROLL TAX.

THE REVENUES WOULD GO INTO A RESERVE FUND.

BEGINNING IN 1939, WORKERS WHO RETIRED AT AGE 65 WOULD RECEIVE MONTHLY DISBURSEMENTS BETWEEN $10 AND $85 FROM THIS FUND-- DEPENDING ON THEIR EARLIER CONTRIBUTIONS TO IT.

EMPLOYEES WOULD ALSO PAY A NEW UNEMPLOYMENT TAX TO PROVIDE BENEFITS TO THOSE OUT OF WORK THROUGH NO FAULT OF THEIR OWN.

SOCIAL SECURITY SQUARED WITH AMERICA'S HISTORICAL INDIVIDUALISM BECAUSE IT WAS NEITHER STRUCTURED AS A WELFARE PROGRAM NOR SOLD TO THE PUBLIC AS SUCH. INSTEAD, IT WAS PRESENTED AS A FORM OF INSURANCE PLAN WHAT WOULD PAY BENEFITS, NOT ACCORDING TO NEED BUT BASED ON THE CONTRIBUTIONS A WORKER HAD PAID INTO IT.

AS ROOSEVELT EXPLAINED TO SECRETARY OF LABOR FRANCES PERKINS IN 1934 IN ORDER TO WORK, SOCIAL SECURITY HAD TO BE VERY SIMPLE A BUREAUCRATIC PLAN THAT WOULD ENSURE THAT EVERYBODY IN THE UNITED STATES WOULD BE COVERED.

THE SYSTEM WOULD COVER EVERY AMERICAN FROM CRADLE TO GRAVE-- A CONCEPT THAT ASTONISHED THE PUBLIC. THIS DISARMED OPPONENTS.

AND SOCIAL SECURITY WOULD PROVE THE MOST SIGNIFICANT SOCIAL WELFARE PROGRAM IN AMERICAN HISTORY.

FRANKLIN ROOSEVELT CALLED IT THE NEW DEAL'S SUPREME ACHIEVEMENT.

THE NEW DEAL ESSENTIALLY ENDED WITH THE MID-TERM ELECTIONS OF 1938 WHEN ROOSEVELT'S ATTEMPT TO PURGE HIS DEMOCRATIC PARTY OF CONSERVATIVES BACKFIRED.

THE REPUBLICANS BOUNCED BACK.
470 01:23:41:04 01:23:44:04 RETAKING SIX SENATE AND 81 HOUSE SEATS
471 01:23:44:06 01:23:47:17 ALONG WITH THE GOVERNORSHIPS OF FIVE STATES
473 01:23:50:01 01:23:52:03 THIS SHIFT GAVE THE REPUBLICANS ENOUGH CLOUT
474 01:23:52:05 01:23:54:24 TO JOIN WITH THEIR ANTI-NEW-DEAL DEMOCRATIC COLLEAGUES
475 01:23:54:26 01:23:57:14 TO BLOCK LEGISLATION EMANATING FROM THE WHITE HOUSE--
476 01:23:57:16 01:24:00:19 AND THEY DID JUST THAT, BURYING THE NEW DEAL
477 01:24:00:21 01:24:03:07 UNDER A SERIES OF HOSTILE CONGRESSIONAL VOTES.
478 01:24:05:19 01:24:08:09 THE DEAL HAD BEEN GOOD FOR AMERICA WHILE IT LASTED.
479 01:24:08:11 01:24:10:18 THE NET OF SOCIAL AND ECONOMIC PROGRAMS
480 01:24:10:20 01:24:12:07 HIS ADMINISTRATION CREATED STAKE ROOSEVELT'S CLAIM TO SALVAGING AMERICAN CAPITALISM
482 01:24:15:21 01:24:18:16 AND REINVIGORATING THE NATION'S FAITH IN DEMOCRACY:
485 01:24:22:27 01:24:25:03 BETWEEN THE UNITED STATES AND ITS CITIZENS
486 01:24:25:05 01:24:28:00 BY GIVING AMERICANS UNHEARD OF FEDERAL GUARANTEES--
487 01:24:28:02 01:24:30:07 BOTH ECONOMIC AND SOCIAL.
488 01:24:32:11 01:24:34:08 THE NEW DEAL DID NOT PULL AMERICA OUT OF THE GREAT DEPRESSION--
489 01:24:34:10 01:24:36:03 WORLD WAR II WOULD TAKE CARE OF THAT.
490 01:24:36:05 01:24:38:10 BUT F.D.R.'S BOLD PROGRAM CERTAINLY WENT A LONG WAY TOWARD LIFTING THE NATION OUT OF ITS DEEPEST ECONOMIC DOLDRUMS.
491 01:24:38:12 01:24:41:29 ITS PERMANENT INSTITUTIONAL REFORMS GAVE AMERICANS A GREATER SENSE OF ECONOMIC SECURITY AND SOCIAL JUSTICE.
492 01:24:42:01 01:24:44:08 IN THE END, BOTH ROOSEVELTS, FRANKLIN AND ELEANOR CONVINCED THEIR COUNTRYMEN THAT THEY REALLY DID HAVE NOTHING TO FEAR BUT FEAR ITSELF...
493 01:24:44:10 01:24:47:00 FOR THERE WAS, INDEED, SOMETHING TO FEAR ACROSS THE ATLANTIC.
494 01:24:47:02 01:24:50:18 BY EARLY 1939, THE WINDS OF WAR FOR THERE WAS, INDEED, SOMETHING TO FEAR ACROSS THE ATLANTIC.
WERE LASHING THE EUROPEAN CONTINENT FROM BERLIN.

TO THE WEST, UNBEKOWNST TO THE ROOSEVELT ADMINISTRATION

IMPERIAL JAPAN WAS PREPARING FOR A SECRET MILITARY ATTACK ON HAWAII.

PRESIDENT ROOSEVELT AND THE AMERICAN PEOPLE HE LED WOULD BE CALLED UPON TO FIGHT YET ANOTHER WORLD WAR.

[Captioned by The Caption Center
WGBH Educational Foundation]