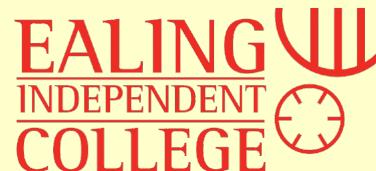


What did President Hoover do?



Prosperity is just around the corner!

Tax cuts to restart the economy

Reconstruction Finance Company will prop up banks

If people get help from the government, they won't want to work any more.

Introduce more tariffs to stop International Trade

To business leaders: Don't cut wages.

No social security or benefits for the struggling



Hoover's unpopularity

- Laissez Faire made him appear lazy/unwilling to act
- U-Turn (Government intervention like the Reconstruction Finance Corporation) made him seem indecisive
- Tariffs were raised again (Smoot Hawley) making him seem out of touch with why the problem came in the first place.
- He would not help the people with relief measures, making him appear as though he wasn't compassionate.
- He did not help the Bonus Marchers, making him seem cruel and unkind to the people.
- He was already completely connected with the depression – remember, shanty towns were called Hoovervilles.
- Simply put, the people had lost faith in him.

Roosevelt engages with the problem

- "I pledge you, I pledge myself to a new deal for the American people... This is more than a political campaign. It is a call to arms."
- Roosevelt declared war on the depression, and made it extremely clear to the people that he was doing something about it.
- Through Roosevelt's series of radio talks, known as fireside chats, he presented his proposals directly to the American public.
- The fireside chats represent the first time in history that a president communicated directly with a large number of citizens. Roosevelt spoke with familiarity to millions of Americans about the banking crisis, the recession and New Deal initiatives. On radio, he was able to quell rumours and explain his policies comprehensibly. His tone and demeanour communicated self-assurance during times of despair and uncertainty. The fireside chats kept him in high public regard throughout his presidency.

**“The only thing we have to fear
is fear itself”**



**Franklin D.
Roosevelt**

“Our greatest primary task is to put people to work”



Which of the following activities were employed by the American Government to solve the problem of unemployment

YES

Employed
photographers

NO

cataloguing historical
documents

Built Hospitals

Pigeon chasing

Road building

Colouring old film

Sweep up leaves

Built Schools

Built airports

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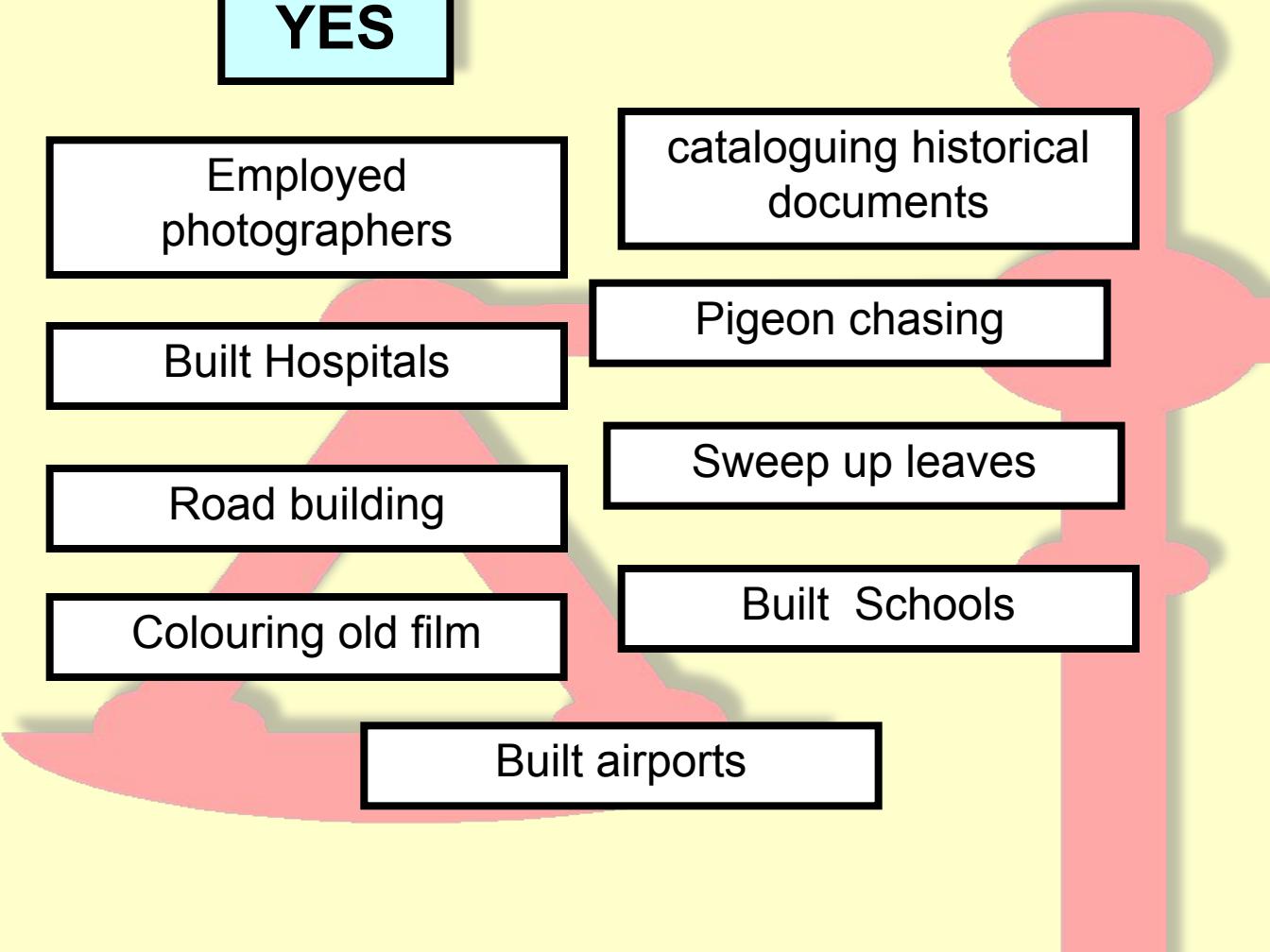
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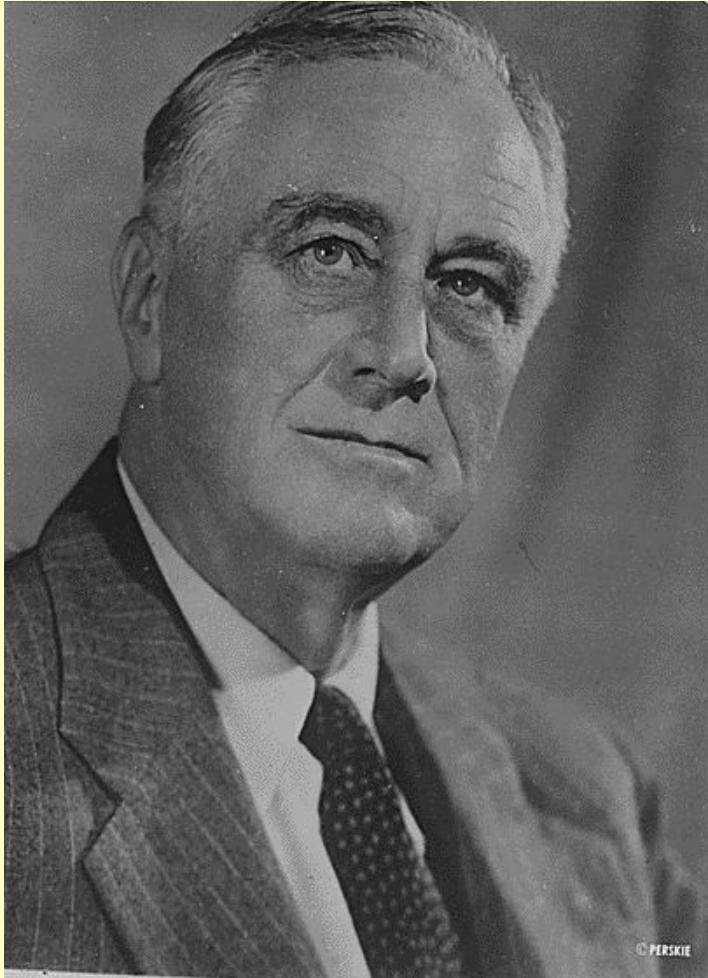


Yes, that is right!
The government
tried EVERYTHING
to get people back
into work!

The New Deal: Alphabet Agencies

- Roosevelt took drastic action to tackle the depression.
- The three Rs **Relief, Recovery** and **Reform** would restore American society.
- The Alphabet Agencies were brought in to reverse the ‘Spiral of Depression.’
- The main aim was pump priming – to inject money into the economy by giving work to the unemployed.

Key Quotes: FDR's Inauguration Speech



Relief - Give help to the unemployed

Recovery - Rebuild the economy

Reform – Create a fairer and more just society

THE NEW DEAL

GOVERNMENT SPENDS \$BILLIONS



GOVERNMENT
AGENCIES



MORE JOBS



MORE PAY



MORE SPENDING



MORE DEMAND



MORE INDUSTRY

Turning the spiral of depression into a spiral of economic progress

MORE TAXES



MORE PAY



MORE JOBS



MORE INDUSTRY



MORE DEMAND



MORE SPENDING

MORE EMPLOYMENT = MORE PAY

