When Franklin Delano Roosevelt was elected U.S. President in 1932, it was with the promise to restore U.S. confidence and to bring the country out of the Great Depression. After his election, Roosevelt formulated his New Deal policies to bring about relief from economic hardships. He created the National Recovery Administration (NRA) which had two purposes: (1) to stabilize business with codes of "fair" competitive practice, and (2) to generate more purchasing power by providing jobs, defining labor standards, and raising wages. The topic of this lesson's featured document, "Fireside Chat on the Purposes and Foundations of the Recovery Program," is the NRA. Although this radio message of July 1933 addressed some of the problems and issues of the Great Depression, it also focused on what industry, employers, and workers could do to bring about economic recovery. The lesson relates to the presidential powers in Article II, Section 3, to recommend to Congress, for their consideration, such measures as he shall judge necessary and expedient. It also relates to Article I, Section 8, which grants Congress the power to make all laws necessary and proper for executing all other powers vested by the Constitution. The lesson uses two other primary sources: (1) a poster supporting the NRA and (2) a photograph of a woman hanging an NRA poster. It correlates to the National History Standards and to the National Standards for Civics and Government. It offers the historical background about Roosevelt's administration (with three resources); and suggests diverse teaching activities for classroom implementation, including brainstorming, document analysis and discussion, photograph and poster analysis, and compare and contrast. Appended are the written document analysis worksheet, poster and photograph analysis worksheets, and the primary source documents. (BT)
FDR’s Fireside Chat on the Purposes and Foundations of the Recovery Program

By Linda Darus Clark

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2001
FDR's Fireside Chat on the Purposes and Foundations of the Recovery Program

Constitutional Connection

This lesson relates to the powers of the president in Article II, Section 3, to recommend to Congress for their consideration such measures as he shall judge necessary and expedient. This lesson also relates to Article I, Section 8, which grants Congress the power to make all laws necessary and proper for executing all other powers vested by the Constitution.

This lesson correlates to the National History Standards.

Era 8 - The Great Depression and World War II (1929-1945)

- **Standard 2B** - Demonstrate understanding of the impact of the New Deal on workers and the labor movement.

This lesson correlates to the National Standards for Civics and Government.

**Standard III.B.1.** - Evaluate, take, and defend positions on issues regarding the purposes, organization, and functions of the institutions of the national government.

Cross-curricular Connections

Please share this exercise with your history, government, and language arts colleagues.
List of Documents

2. Blue eagle poster displayed by business to show participation and support for the NRA program, ca. 1934.
3. Photograph of a woman hanging an NRA poster in window of a restaurant, ca. 1934.

Historical Background

When Franklin Delano Roosevelt was elected to the presidency in 1932, it was on a promise to restore the confidence of the American people and to bring America out of the Great Depression. Roosevelt stated in his first inaugural address that "we have nothing to fear but fear itself." His objectives were to calm the economic fears of Americans, develop policies to alleviate the problems of the Great Depression, and gain the support of the American people for his programs.

Immediately after his election, Roosevelt began to formulate policies to bring about relief from the economic hardships the American people were experiencing. These programs became known as the New Deal, a reference taken from a campaign speech in which he promised a "new deal for the American people." The New Deal focused on three general goals: relief for the needy, economic recovery, and financial reform. During the One Hundred Days, Congress enacted 15 major pieces of legislation establishing New Deal agencies and programs. Among these was the Federal Deposit Insurance Corporation (FDIC), which was established to protect depositors from losing their savings in the event of bank failure. Another program was the Civilian Conservation Corps (CCC), which put thousands of men to work on projects in national forests, parks, and public lands. The Agricultural Adjustment Administration (AAA) was created to ease the desperate plight of the farmer during the Depression by establishing a program of production limits and federal subsidies. To address the problems of industry and workers, Congress passed the National Industrial Recovery Act (NIRA) in June 1933. The NIRA established codes of fair practice for individual industries in order to promote industrial growth. It also created the National Recovery Administration (NRA). The NRA was perhaps one of the most sweeping and controversial of the early New Deal programs. Its purposes were twofold: first, to stabilize business with codes of "fair" competitive practice and, second, to generate more purchasing power by providing jobs, defining labor standards, and raising wages. The NRA also reflected trade union hopes for protection of basic hour and wage standards and liberal hopes for comprehensive planning. General Hugh S. Johnson headed the NRA and eventually proposed a "blanket code" pledging employers generally to observe the same labor standards. By mid-July 1933 he launched a crusade to whip up popular support for the NRA and its symbol of compliance, the "Blue Eagle," with the motto "We do our part." The eagle, which had been modeled on an Indian thunderbird, was displayed in windows and stamped on products to show a business's compliance.
There was even a parade down New York's Fifth Avenue with over a quarter of a million marchers in September to show support for the NRA and the "Blue Eagle."

While developing programs to help America emerge from the Great Depression, Roosevelt also needed to calm the fears and restore the confidence of Americans and to gain their support for the programs of the New Deal, including the NRA. One of the ways FDR chose to accomplish this was through the radio, the most direct means of access to the American people. During the 1930s almost every home had a radio, and families typically spent several hours a day gathered together, listening to their favorite programs. Roosevelt called his radio talks about issues of public concern "Fireside Chats." Informal and relaxed, the talks made Americans feel as if President Roosevelt was talking directly to them. Roosevelt continued to use fireside chats throughout his presidency to address the fears and concerns of the American people as well as to inform them of the positions and actions taken by the U.S. government.

The topic of this lesson's featured document, Fireside Chat on the Purposes and Foundations of the Recovery Program, was the NRA. Although this radio message, given on July 24, 1933, addressed some of the problems and issues of the Great Depression, it also focused on what industry, employers, and workers could do to bring about economic recovery.

For a time, the NRA worked. It gave an air of confidence to the American people to overcome the fears of the Depression and the downward turn of wages and prices. However, once recovery began, hostility among businessmen grew with the daily annoyances of code enforcement. Within two years the NRA had developed many critics and by May 1935 was struck down by the Supreme Court as unconstitutional. The experiment of the NRA was generally put down as a failure. Nevertheless, the codes had set new standards for business and workers such as the 40-hour week and the end of child labor. The NRA also helped the growth of unions with the endorsement of collective bargaining.

Resources


Teaching Activities

Brainstorming

1. Ask students how they get information on important events or activities that occur in the national government today. Use the following questions: How do you learn more about a crisis that occurs in the United States? Who do you think should provide this information? What would make you feel safe or secure when a crisis is taking place? Share with students background information about FDR's fireside chats. Ask students to compare ways these radio addresses in the 1930s are different from and similar to broadcasts of the media today.

Document Analysis and Discussion

2. Share with your students the background information about the New Deal. Divide students into small groups. Distribute a copy of Document 1 to each group. Use the Written Document Analysis Worksheet developed by the National Archives education staff or make a transparency with the following questions: What type of document is this? What is the date of the document? Who wrote the document? What is the purpose of the document? What information in the document helps you understand why it was written? Ask each group to analyze and discuss the document analysis questions. Lead the class in oral responses to the questions.

3. Direct students to a more in-depth study of the document. Ask each group to divide and distribute the 13 pages of the document so that each student in the group only has 2-3 pages to analyze. Instruct students to read their assigned pages and identify words or phrases of encouragement or hope used by the president as he addressed the American people. Ask each group to share its findings, placing these words on the board as they are reported. Ask students why they think the president used these words and speculate on the effect they had on the listening American public.

4. Ask the students to go back to the pages they analyzed in Activity 3 and read through them again. This time they are to try to identify problems facing this country during the Great Depression, solutions proposed for these problems, and actions to be taken by the federal government. Direct each group to create a three-column chart with the headings Problems, Solutions, and Actions, on which they will compile the results of their research. Ask each group to report their findings to the class and write this information on a similar chart on the board or a transparency. Lead a class discussion on what problems FDR was proposing to solve and how they would be solved. Ask: What was the government going to do? What were businesses asked to do? What were the American people asked to do? Direct students to read the last paragraph of FDR's speech. What did he ask of American businesses, government, and workers? How would these words make you feel if you were a listener in 1933?
Photograph and Poster Analysis

5. Copy Document 2 and Document 3 on a transparency. Display Document 2 on a projector, distribute copies of the Poster Analysis Worksheet, and direct students to analyze the NRA poster by completing the worksheet. Discuss aloud with the students their ideas about the message and purpose of the poster. Then display Document 3 and distribute copies of the Photograph Analysis Worksheet. Ask the students what the message of this photograph is and how the poster and photograph support FDR's message in his fireside chat of July 24, 1933.

Compare and Contrast

6. Direct students to research the history of the NRA, especially the original legislation passed by Congress, the details of how the program was implemented in industry, and the agency's demise. Ask them to write answers to these questions: Were FDR's predictions correct? What eventually happened to the NRA? How is this an example of checks and balances in our system of government?

The written document and photographs included in this project are from the Franklin D. Roosevelt Library in Hyde Park, NY. They are available online through National Archives Information Locator (NAIL) <http://www.nara.gov/nara/nail.html> database, control numbers NLR-PPF-1820-1STCARBON-FC3; NLR-PHOCO-7163 and NLR-PHOCO-71160. NAIL is a searchable database that contains information about a wide variety of NARA holdings across the country. You can use NAIL to search record descriptions by keywords or topics and retrieve digital copies of selected textual documents, photographs, maps, and sound recordings related to thousands of topics.

This article was written by Linda Darus Clark, a teacher at Padua Franciscan High School in Parma, Ohio.
Written Document Analysis Worksheet

1. TYPE OF DOCUMENT (Check one):
   ___ Newspaper          ___ Map          ___ Advertisement
   ___ Letter            ___ Telegram       ___ Congressional record
   ___ Patent           ___ Press release    ___ Census report
   ___ Memorandum       ___ Report         ___ Other

2. UNIQUE PHYSICAL QUALITIES OF THE DOCUMENT (Check one or more):
   ___ Interesting letterhead   ___ Notations
   ___ Handwritten           ___ "RECEIVED" stamp
   ___ Typed                  ___ Other
   ___ Seals

3. DATE(S) OF DOCUMENT: ________________________________________________

4. AUTHOR (OR CREATOR) OF THE DOCUMENT: _________________________________
   POSITION (TITLE): ______________________________________________________

5. FOR WHAT AUDIENCE WAS THE DOCUMENT WRITTEN? _______________________

6. DOCUMENT INFORMATION (There are many possible ways to answer A-E.)

A. List three things the author said that you think are important:
   1. ________________________________________________________________
   2. ________________________________________________________________
   3. ________________________________________________________________

B. Why do you think this document was written?
   ________________________________________________________________
   ________________________________________________________________

C. What evidence in the document helps you know why it was written? Quote from the document.
   ________________________________________________________________
D. List two things the document tells you about life in the United States at the time it was written:

________________________________________________________________________

E. Write a question to the author that is left unanswered by the document:

________________________________________________________________________
Poster Analysis Worksheet

1. What are the main colors used in the poster?

2. What symbols (if any) are used in the poster?

3. If a symbol is used, is it
   a. clear (easy to interpret)? __________________
   b. memorable? _____________________________
   c. dramatic? ______________________________

4. Are the messages in the poster primarily visual, verbal, or both?

5. Who do you think is the intended audience for the poster?

6. What does the Government hope the audience will do?

7. What Government purpose(s) is served by the poster?

8. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster?
Photograph Analysis Worksheet

Step 1. Observation
A. Study the photograph for 2 minutes. Form an overall impression of the photograph and then examine individual items. Next, divide the photo into quadrants and study each section to see what new details become visible.

B. Use the chart below to list people, objects, and activities in the photograph.

<table>
<thead>
<tr>
<th>PEOPLE</th>
<th>OBJECTS</th>
<th>ACTIVITIES</th>
</tr>
</thead>
</table>

Step 2. Inference
Based on what you have observed above, list three things you might infer from this photograph.

___________________________________________________________

___________________________________________________________

___________________________________________________________

Step 3. Questions
A. What questions does this photograph raise in your mind?

___________________________________________________________

___________________________________________________________

B. Where could you find answers to them?

___________________________________________________________
RADIO ADDRESS OF THE PRESIDENT
from The White House
Monday, July 24, 1933, 9:30 P.M.

After the adjournment of the historical special session of the Congress five weeks ago I purposely refrained from addressing you for two very good reasons.

First, I think that we all wanted the opportunity of a little quiet thought to examine and assimilate in a mental picture the crowding events of the hundred days which had been devoted to the starting of the wheels of the New Deal.

Secondly, I wanted a few weeks in which to set up the new administrative organization and to see the first fruits of our careful planning.

I think it will interest you if I set forth the fundamentals of this planning for national recovery; and this I am very certain will make it abundantly clear to you that all of the proposals and all of the legislation since the fourth day of March have not been just a collection of haphazard schemes but rather the orderly component parts of a connected and logical whole.

Long before Inauguration Day I became convinced that individual effort and local effort and even disjointed
in that crisis did not call for any complicated consideration of economic panaceas or fancy plans. We were faced by a condition and not a theory.

There were just two alternatives: The first was to allow the foreclosures to continue, credit to be withheld and money to go into hiding, and thus forcing liquidation and bankruptcy of banks, railroads and insurance companies and a recapitalizing of all business and all property on a lower level. This alternative meant a continuation of what is loosely called "deflation", the net result of which would have been extraordinary hardship on all property owners and, incidentally, extraordinary hardships on all persons working for wages through an increase in unemployment and a further reduction of the wage scale.

It is easy to see that the result of this course would have not only economic effects of a very serious nature but social results that might bring incalculable harm. Even before I was inaugurated I came to the conclusion that such a policy was too much to ask the American people to bear. It involved not only a further loss of homes, farms, savings and wages but also a loss of spiritual values -- the loss of that sense of security for the present and the future so necessary to the peace and contentment of the individual and of his family. When you destroy these things you will find it difficult to establish confidence.
of any sort in the future. It was clear that mere appeals from Washington for confidence and the mere lending of more money to shaky institutions could not stop this downward course. A prompt program applied as quickly as possible seemed to me not only justified but imperative to our national security. The Congress, and when I say Congress I mean the members of both political parties, fully understood this and gave me generous and intelligent support. The members of Congress realized that the methods of normal times had to be replaced in the emergency by measures which were suited to the serious and pressing requirements of the moment. There was no actual surrender of power, Congress still retained its constitutional authority and no one has the slightest desire to change the balance of these powers. The function of Congress is to decide what has to be done and to select the appropriate agency to carry out its will. This policy it has strictly adhered to. The only thing that has been happening has been to designate the President as the agency to carry out certain of the purposes of the Congress. This was constitutional and in keeping with the past American tradition.

The legislation which has been passed or in the process of enactment can properly be considered as part of a well-grounded plan.

First, we are giving opportunity of employment
to one-quarter of a million of the unemployed, especially the young men who have dependents, to go into the forestry and flood prevention work. This is a big task because it means feeding, clothing and caring for nearly twice as many men as we have in the regular army itself. In creating this civilian conservation corps we are killing two birds with one stone. We are clearly enhancing the value of our natural resources and second, we are relieving an appreciable amount of actual distress. This great group of men have entered upon their work on a purely voluntary basis, no military training is involved and we are conserving not only our natural resources but our human resources. One of the great values to this work is the fact that it is direct and requires the intervention of very little machinery.

Second, I have requested the Congress and have secured action upon a proposal to put the great properties owned by our Government at Muscle Shoals to work after long years of wasteful inaction, and with this a broad plan for the improvement of a vast area in the Tennessee Valley. It will add to the comfort and happiness of hundreds of thousands of people and the incident benefits will reach the entire nation.

Next, the Congress is about to pass legislation that will greatly ease the mortgage distress among the farmers and the home owners of the nation, by providing
for the easing of the burden of debt now bearing so heavily upon millions of our people.

Our next step in seeking immediate relief is a grant of half a billion dollars to help the states, counties and municipalities in their duty to care for those who need direct and immediate relief.

The Congress also passed legislation authorizing the sale of beer in such states as desired. This has already resulted in considerable reemployment and, incidentally, has provided much needed tax revenue.

We are planning to ask the Congress for legislation to enable the Government to undertake public works, thus stimulating directly and indirectly the employment of many others in well-considered projects.

Further legislation has been taken up which goes much more fundamentally into our economic problems. The Farm Relief Bill seeks by the use of several methods, alone or together, to bring about an increased return to farmers for their major farm products, seeking at the same time to prevent in the days to come disastrous over-production which so often in the past has kept farm commodity prices far below a reasonable return. This measure provides wide powers for emergencies. The extent of its use will depend entirely upon what the future has in store.

Well-considered and conservative measures will likewise be proposed which will attempt to give to the
industrial workers of the country a more fair wage return, prevent cut-throat competition and unduly long hours for labor, and at the same time to encourage each industry to prevent over-production.

Our Railroad Bill falls into the same class because it seeks to provide and make certain definite planning by the railroads themselves, with the assistance of the Government, to eliminate the duplication and waste that is now resulting in railroad receiverships and continuing operating deficits.

I am certain that the people of this country understand and approve the broad purposes behind these new governmental policies relating to agriculture and industry and transportation. We found ourselves faced with more agricultural products than we could possibly consume ourselves and surpluses which other nations did not have the cash to buy from us except at prices ruinously low. We have found our factories able to turn out more goods than we could possibly consume, and at the same time we were faced with a falling export demand. We found ourselves with more facilities to transport goods and crops than there were goods and crops to be transported. All of this has been caused in large part by a complete lack of planning and a complete failure to understand the danger signals that have been flying ever since the close of the World War. The people of this country have been erroneously
encouraged to believe that they could keep on increasing the output of farm and factory indefinitely and that some magician would find ways and means for that increased output to be consumed with reasonable profit to the producer.

Today we have reason to believe that things are a little better than they were two months ago. Industry has picked up, railroads are carrying more freight, farm prices are better, but I am not going to indulge in issuing proclamations of over-enthusiastic assurance. We cannot bally-ho ourselves back to prosperity. I am going to be honest at all times with the people of the country. I do not want the people of this country to take the foolish course of letting this improvement come back on another speculative wave. I do not want the people to believe that because of unjustified optimism we can resume the ruinous practice of increasing our crop output and our factory output in the hope that a kind providence will find buyers at high prices. Such a course may bring us immediate and false prosperity but it will be the kind of prosperity that will lead us into another tailspin.

It is wholly wrong to call the measure that we have taken Government control of farming, control of industry, and control of transportation. It is rather a partnership between Government and farming and industry...
and transportation; not partnership in profits, for the
profits would still go to the citizens, but rather a
partnership in planning and partnership to see that the
plans are carried out.

Let me illustrate with an example. Take the
cotton goods industry. It is probably true that ninety
per cent of the cotton manufacturers would agree to
eliminate starvation wages, would agree to stop long
hours of employment, would agree to stop child labor,
would agree to prevent an overproduction that would result
in unsalable surpluses. But, what good is such an agreement
if the other ten per cent of cotton manufacturers pay
starvation wages, require long hours, employ children in
their mills and turn out burdensome surpluses? The unfair
ten per cent could produce goods so cheaply that the fair
ninety per cent would be compelled to meet the unfair con-
ditions. Here is where government comes in. Government
ought to have the right and will have the right, after
surveying and planning for an industry to prevent, with
the assistance of the overwhelming majority of that industry,
unfair practice and to enforce this agreement by the
authority of government. The so-called anti-trust laws
were intended to prevent the creation of monopolies and
to forbid unreasonable profits to those monopolies. That
purpose of the anti-trust laws must be continued, but these
laws were never intended to encourage the kind of unfair competition that results in long hours, starvation wages and overproduction.

The same principle applies to farm products and to transportation and every other field of organized private industry.

We are working toward a definite goal, which is to prevent the return of conditions which came very close to destroying what we call modern civilization. The actual accomplishment of our purpose cannot be attained in a day. Our policies are wholly within purposes for which our American Constitutional Government was established 150 years ago.

I know that the people of this country will understand this and will also understand the spirit in which we are undertaking this policy. I do not deny that we may make mistakes of procedure as we carry out the policy. I have no expectation of making a hit every time I come to bat. What I seek is the highest possible batting average, not only for myself but for the team. Theodore Roosevelt once said to me: "If I can be right 75 per cent of the time I shall come up to the fullest measure of my hopes."

Much has been said of late about Federal finances and inflation, the gold standard, etc. Let me make the facts very simple and my policy very clear. In the first
place, government credit and government currency are really one and the same thing. Behind government bonds there is only a promise to pay. Behind government currency we have, in addition to the promise to pay, a reserve of gold and a small reserve of silver. In this connection it is worthwhile remembering that in the past the government has agreed to redeem nearly thirty billions of its debts and its currency in gold, and private corporations in this country have agreed to redeem another sixty or seventy billions of securities and mortgages in gold. The government and private corporations were making these agreements when they knew full well that all of the gold in the United States amounted to only between three and four billions and that all of the gold in all of the world amounted to only about eleven billions.

If the holders of these promises to pay started in to demand gold the first corners would get gold for a few days and they would amount to about one twenty-fifth of the holders of the securities and the currency. The other twenty-four people out of twenty-five, who did not happen to be at the top of the line, would be told politely that there was no more gold left. We have decided to treat all twenty-five in the same way in the interest of justice and the exercise of the constitutional powers of this government. We have placed every one on the same basis in order that the general good may be preserved.
Nevertheless, gold, and to a partial extent silver, are perfectly good bases for currency and that is why I decided not to let any of the gold now in the country go out of it.

A series of conditions arose three weeks ago which very readily might have meant, first, a drain on our gold by foreign countries, and secondly, as a result of that, a flight of American capital, in the form of gold, out of our country. It is not exaggerating the possibility to tell you that such an occurrence might well have taken from us the major part of our gold reserve and resulted in such a further weakening of our government and private credit as to bring on actual panic conditions and the complete stoppage of the wheels of industry.

The Administration has the definite objective of raising commodity prices to such an extent that those who have borrowed money will, on the average, be able to repay that money in the same kind of dollar which they borrowed. We do not seek to let them get such a cheap dollar that they will be able to pay back a great deal less than they borrowed. In other words, we seek to correct a wrong and not to create another wrong in the opposite direction. That is why powers are being given to the Administration to provide, if necessary, for an enlargement of credit, in order to correct the existing wrong. These powers will be used when, as, and if it may be necessary to accomplish the purpose.

Hand in hand with the domestic situation which, of course, is our first concern, is the world situation.
and I want to emphasize to you that the domestic situation is inevitably and deeply tied in with the conditions in all of the other nations of the world. In other words, we can get, in all probability, a fair measure of prosperity return in the United States, but it will not bepermanent unless we get a return to prosperity all over the world.

In the conferences which we have held and are holding with the leaders of other nations, we are seeking four great objectives. First, a general reduction of armaments and through this the removal of the fear of invasion and armed attack, and, at the same time, a reduction in armament costs, in order to help in the balancing of government budgets and the reduction of taxation. Secondly, a cutting down of the trade barriers, in order to re-start the flow of exchange of crops and goods between nations. Third, the setting up of a stabilization of currencies, in order that trade can make contracts ahead. Fourth, the reestablishment of friendly relations and greater confidence between all nations.

Our foreign visitors these past three weeks have responded to those purposes in a very helpful way. All of the Nations have suffered alike in this great depression. They have all reached the conclusion that each can best be helped by the common action of all. It is in this spirit that our visitors have met with us and discussed our common problems. The international conference that lies before us
must succeed. The future of the world demands it and we have each of us pledged ourselves to the best joint efforts to this end.

To you, the people of this country, all of us, the Members of the Congress and the members of this Administration owe a profound debt of gratitude. Throughout the depression you have been patient. You have granted us wide powers, you have encouraged us with a wide-spread approval of our purposes. Every ounce of strength and every resource at our command we have devoted to the end of justifying your confidence. We are encouraged to believe that a wise and sensible beginning has been made. In the present spirit of mutual confidence and mutual encouragement we go forward.
Document 2: Blue eagle poster displayed by business to show participation and support for the NRA program, ca. 1934.
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