Broadsides regarding the re-election of President Franklin Delano Roosevelt

Democratic National Campaign Committee, Saved more than a million homes, 1936.
Broadsides regarding the re-election of President Franklin Delano Roosevelt
(The Gilder Lehrman Collection, GLC09532.01)
Broadsides regarding the re-election of President Franklin Delano Roosevelt

Democratic National Campaign Committee, Our wealth of earth and water, 1936.
(The Gilder Lehrman Collection, GLC09532.05)
Broadsides regarding the re-election of President Franklin Delano Roosevelt

Farmers—Make Your Choice

Republicans Failed the Farmer

Farm income dropped more than 8 billion from 1920 to 1933.
Farm exports declined over a billion in value under the Hawley-Smoot Tariff.
Farm real estate values fell over 35 billion from 1920 to 1933.
Farm mortgages reached a peak of 10 billion under President Hoover.
Between 1931 and 1933 there were 2,834 country bank failures.
Republicans offered no remedy for the farmer’s plight except the Hoover Farm Board which spent money on high official salaries and sent wheat prices to low levels.

Democrats Gave Hope and Help

Under President Roosevelt farm relief was immediate and continuous. The Farm Credit Act saved half a million homesteads and refinanced thousands of debt-burdened farmers. The AAA went straight to the heart of the farm problem by paying farmers a bounty to cooperate in cutting the huge surpluses of wheat, cotton, corn and other farm products for which a foreign market no longer existed. The new Soil Conservation Act will continue to sustain farm income and will build up the fertility of farm land.

Today

Gross farm income was $5 billion more in 1935 than in 1932 and is still rising. Less than 35% of this sum is from bounty payments—the real jump is a 62% per cent gain in farm prices.
Wages paid farm labor are 10 to 12 per cent higher (1936) than last year.
Farm property has increased in value 3 billion in 3 years.
Total deposits in all national banks are the highest in history (March, 1936).
Democratic trade pacts are widening farm markets. Not over 3 per cent of agricultural imports are due to trade concessions while farm exports to 8 countries with pacts in effect long enough to show results, rose 15 per cent for the first quarter of 1936 compared with 1935.
Four out of every 10 persons reemployed in industry owe their jobs to farm recovery.

Compare Your New Deal with Your Old Deal

Reelect Roosevelt and Garner

Democratic National Campaign Committee, Farmers -- Make Your Choice, 1936.
ROOSEVELT or REACTION?

Wage Earners — Your Vote Is Your Answer

“We cannot afford to make any change in the leadership of our present forward-looking social movement. We have been inspired and thrilled by the leadership that destiny has given us and we want to continue it without change.”

—WILLIAM GREEN, President, American Federation of Labor
Address before National Women’s Trade Union League (Mar. 5, 1936)

DEEDS — NOT WORDS

President Roosevelt has not given lip service to Labor. He did not promise a chicken in every pot and 2 ears in every garage. But he is doing all in his power to make life easier, safer, and happier for the average man and woman.

The “standpatters” and the greedy interests are “ganging up” against the President. They want a return to Republican prosperity—for the few at the top. President Roosevelt stands for lasting prosperity—in which all share, for “higher wages for workers, more income for farmers, more goods produced, more and better food eaten, fewer unemployed, and lower taxes.” (Franklin D. Roosevelt, April, 1936)

LABOR STEPS FORWARD

I. UNEMPLOYMENT RELIEF — The unemployed still look for jobs. But Democrats have not followed the Republican example of leaving men out of work to beg and starve. Instead of a $15 monthly dole, Democrats have given millions of men self-respecting work, in their trades where possible, averaging $50 a month on W.P.A. relief projects and paying prevailing rates under P.W.A.

II. THE SOCIAL SECURITY ACT — No federal law has brought greater protection to wage earners. Under it: (1) A worker, at 65 years, will get $10 to $85 a month, depending on service, in federal old age insurance to which both he and his employers have contributed; (2) a worker, who is out of a job, will get unemployment insurance, through a federal tax on payrolls, if his state passes an insurance law approved by the Federal Government; (3) states will get federal grants, matching their own grants, for old age pensions for needy aged (relief) and blind, for mothers’ pensions, and mothers’ health care, child welfare and public health.

III. THE RAILWAY PENSION ACT and THE RAILWAY AGREEMENT — The former is a law setting up a special old age insurance system for railroad workers. The latter is a 5-year pact protecting men laid off by railroad mergers.

IV. THE NATIONAL LABOR RELATIONS ACT — The right of workers to organize and bargain collectively through representatives of their own choosing is at last established by federal law. A National Labor Relations Board hears and adjusts cases (in industries in interstate commerce) where this legal right is denied. Up to April, the Board settled 317 out of 461 cases.

Gains Made and Lost

N.R.A. codes, covering 90 per cent of industrial workers, put 3 million men back in jobs by cutting the work week one-fifth, added 3 billion dollars to payrolls, banned sweat shops and child labor. Although wages have lagged, hours lengthened and child labor increased 38 per cent since the Act was declared unconstitutional, N.R.A. pulled the wage earner out of the lowest depression and around the nation to inhuman working conditions.

Since the Guffey Coal Act was outlawed by the Supreme Court, Democracy seeks a legal way of preventing cut-throat competition and chaos in the soft coal industry.

Industry has reemployed more than 5 million workers
Average weekly earnings (per worker) have gone up 23.7 per cent (March 1933-36)

REELECT ROOSEVELT — FRIEND OF LABOR

Democratic National Campaign Committee, Roosevelt or reaction? Wage earners - your vote is your answer, 1936. (The Gilder Lehrman Collection, GLC09532.08)
Broadsides regarding the re-election of President Franklin Delano Roosevelt

Democratic National Campaign Committee, Your electric bill, 1936, 1936.
(The Gilder Lehrman Collection, GLC09532.13)