

Broadsides regarding the re-election of President Franklin Delano Roosevelt

Image

*Be it ever so humble
there's no place like home.*

Saved

MORE THAN A MILLION HOMES

"Take away the spectre of too high interest rates—save homes; save homes for thousands of self-respecting families and drive out the spectre of insecurity in our midst."

FRANKLIN D. ROOSEVELT, *Acceptance Speech, 1932*

Remember Republican Days

When frantic homeowners could not pay their mortgage interest—sometimes 6, 8 or even 12 per cent.
When banks, loaded with unsaleable real estate but without ready cash, failed at the rate of 100 a month.
When business, unable to get bank credit, piled up over 25,000 bankruptcies in 1932.

Democrats to the Rescue

One of President Roosevelt's first acts was to *fulfill his campaign pledge*. The Home Owners Loan Corporation (H.O.L.C.) created in June, 1933, gave distressed homeowners a chance to keep their homes by refinancing their loans for 15 years at 5 per cent interest, with principal repaid by small monthly installments. It gave distressed banks and mortgage companies a chance to exchange their defaulted mortgages for its government-guaranteed bonds. In the country, similar emergency help was offered through the Federal Land Banks by the Farm Credit Administration (F.C.A.).

Results:

- H.O.L.C. restored 1,000,749 homes to their owners, F.C.A. saved a half million more.
- In June, 1933, mortgages were foreclosed at the rate of 1,000 a day, in March, 1936, foreclosures were lowest in 5 years.
- By paying \$225,000,000 in back taxes, H.O.L.C. enabled towns and counties to continue schools and other public services.
- H.O.L.C. advances of \$75,000,000 for home repair benefited workmen, contractors and dealers.
- Farmers have saved over 20 million in annual interest charges on loans refinanced by F.C.A.
- The exchange of liquid government-guaranteed bonds for frozen mortgages has protected the savings of 50,000,000 people invested in real estate by banks, insurance and loan companies.

Other Federal Helps to Housing

The Government has not only saved homes. It has encouraged buying new ones and renovating old ones. It has aided slum dwellers, in city and country, to get decent housing.

PRIVATE HOME FINANCING: Thanks to the Federal Housing Administration (F.H.A.) you can borrow money from your bank or loan company to build or modernize your home on the easiest of terms because F.H.A. insures the lending agency against losses from such loans. Other methods by which the Government has liberalized funds for home financing are the encouragement of new Federal Savings and Loan Associations in counties without adequate loaning service, and by opening a more ample flow of credit from the 12 regional Federal Home Loan Banks into member institutions.

COMMUNITY HOUSING: The Government is stimulating low cost housing construction in various ways. *Inside of cities*, Public Works Administration (P.W.A.) is building 50 projects and loaning funds for 7 others; *outside of cities*, the Resettlement Administration is erecting small homes in 93 rural community projects and about 4,000 houses in model suburban settlements. F.H.A. has insured loans for 12 enterprises and has a mortgage insurance plan for the private construction of low-priced "garden homes."

Results:

- Home building for the first quarter of 1936 rose 372 per cent over 1934.
- Over a billion has been spent for home repair under F.H.A. leadership.
- Private mortgage loans for new construction are more than double any year since 1931.

KEEP YOUR HOME SECURE . . . KEEP YOUR COUNTRY SAFE

Reelect President Roosevelt

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DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

Democratic National Campaign Committee, Saved more than a million homes, 1936.

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(The Gilder Lehrman Collection, GLC09532.01)

Facts—
Mr.
Business
Man

"The drop in red ink sales in the past few months is the most remarkable feature in our trade history."
—Fred L. Whalen, Ink Executive, N. Y. Times, March 15, 1936.

IN 1933 BUSINESS BEGGED FOR HELP

Under Republicans, mass buying power dried up.
Trade shrunk—factories closed—banks failed—unemployed walked the streets.

With courage and foresight President Roosevelt dared to use new methods and seek new goals in speeding recovery. By drawing on government credit, by building a more solid foundation of national security, and by reviving the people's buying power, HE PULLED BUSINESS "OUT OF THE RED."

TAKE STOCK OF YOUR GAINS

BANKING. During 12 Republican years there were nearly 900 bank failures a year; in 1935 there were 34. So far in 1936 no national bank has closed. The National Association of Mutual Savings Banks reports the highest number of individual depositors in banking history (1935).

REAL ESTATE. Construction contracts have increased 271 per cent (March 1933-36). Almost four times as many homes were built in the first quarter of 1936 as in the same period in 1934.

INDUSTRY. Dun and Bradstreet report the highest level of industrial production (Spring, 1936) since 1930. Auto production advanced 311 per cent (March 1933-36); General Motors net profit jumped from \$165,000 in 1932 to \$167,000,000 in 1935—a thousandfold. Steel production advanced 151 per cent; U. S. Steel (1935) shows first net profit since 1931. Earnings of 921 leading corporations (Standard Statistics) increased 380 per cent between 1932 and 1936. Railroad earnings

at 5-year record. Electric power production at new high,—15 per cent above prosperous 1929.

STOCKS AND BONDS. Listed stocks (average) on N. Y. Stock Exchange advanced 151.9 per cent (March 1933-36), bonds, 32 per cent. New security issues increased 1½ billion for first six months of 1936 over 1935 and dividend payments largest for any half year since 1931—a gain of 36 per cent in 3 years. U. S. bonds at top levels.

DOMESTIC TRADE. Retail sales in 1935 back to two-thirds of 1929 volume. Rural sales, highest since 1930. Montgomery Ward (big mail order house) reports largest net sales in business. Auto sales (1935) exceeded only 3 times before. Life insurance sales (first 6 months, 1935) 50.8 per cent ahead of same period, 1933. Commercial failures decreased 38 per cent since 1932.

FOREIGN TRADE. Value of exports rose 42 per cent (1933-1936); imports, 55 per cent.

National income (1932) 39 billion dollars

National income (estimated 1936) 60 billion dollars

**ROOSEVELT ENABLED YOU TO BALANCE YOUR BUDGET
HE WILL BALANCE THE NATION'S BUDGET**

Keep Prosperity

AND PRESIDENT ROOSEVELT

DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

Democratic National Campaign Committee, Facts -- Mr. Business Man, 1936.

(The Gilder Lehrman Collection, GLC09532.03)

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Our Wealth of Earth and Water

Once upon a time America was a fertile land of plenty. But abundance made us careless. We overworked our soil. We let wind and rain leave a trail of destruction across our continent. We handed over to special interests the wealth that belongs to the people.

LOST RICHES

Over 50 million acres of crop land totally ruined in the last century by soil erosion (destruction of loosened top soil by wind and water). Another 125 million acres, now in cultivation, in serious plight.

Still another 300 million acres suffering from soil depletion (loss of plant food in the soil) so that crop yields are cut in half.

Billions of dollars of flood damage. Congress has spent almost 176 million for flood relief.

About 60 million acres of timber land now useless from improper cutting.

Around 42 million forest acres swept by fire every year at a loss of approximately 60 million dollars.

Annual forest losses due to beetles, moths, and other insects, about 100 million dollars.

Countless American families are on relief because they are stranded on barren soil or in abandoned forests.

The New Deal Saves Our Heritage

For the first time the National Government is taking steps to stop this vast national waste. Thirty-five years ago Theodore Roosevelt was a pioneer in conservation. Today Franklin D. Roosevelt is turning those early ideals into practical acts. Under his leadership the New Deal is saving our God-given treasure of earth and water for future generations so that America may be once again "A Land of Opportunity."

A UNITED DRIVE FOR CONSERVATION

1. The new **Soil Conservation Administration** (S.C.A.) is making it possible, through bounty payments, for farmers to shift 30 million acres in 1936 from soil-depleting crops to soil-building crops like grasses and legumes. As a result not only will the land be given a chance to regain its health but the work of the A.A.A. in cutting huge crops will be continued and farm prices maintained. Under its regular program, the Department of Agriculture is reaching private owners with an erosion-control demonstration covering 8 million acres.
2. Although the main purpose of the **Tennessee Valley Authority** (T.V.A.) is to build a series of dams to curb floods and make the Tennessee River more navigable, this purpose goes back to the land. Years of plowing corn and cotton have loosened the top soil in the Valley so that rains have torn the countryside with gullies and filled the river channels with mud. In order to achieve its ends, the T.V.A. is helping farmers fill up the gullies, terrace their acres and plant soil-binding crops. It is developing and distributing fertilizers, supplying cheap electricity and bringing hope to thousands of discouraged farmers in the 7 states through which the Tennessee flows.
3. Besides improving the Tennessee Valley, the Government is engaged in scientific river control in every corner of the country. Through government departments and agencies, it is building 37 major dams to harness waters for flood control, navigation, irrigation and (in 19 cases) electric power.
4. The **Rural Resettlement Administration** (R.R.A.) salvages both land and those who dwell on the land. It is buying some 9 million acres of "dead" farm land and turning it into national parks, grazing ranges, forests, game preserves and other uses. At the same time it is giving over half a million destitute families in rural slum areas a chance to get a new start in life, by farm loans or transfer to better soil where they can earn a decent living. Since the cost of schools and roads in barren sections often exceeds tax income, land retirement aids state and county treasuries.
5. The **Civilian Conservation Corps** (C.C.C.) has enrolled more than a million young men in conservation work. Under the direction of the Department of Agriculture they have built nearly 2 million soil erosion dams and otherwise improved 2 million acres of agricultural land. Under the Forest Service they have planted half a billion trees, driven pests and blights from 29 million acres and reduced fire hazard on over a million acres. The C.C.C. has added half a billion dollars to the wealth of the nation.

LOOK AHEAD WITH ROOSEVELT

 DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

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

PRICES FARMERS RECEIVED	
HOOVER MARCH 1, 1933	ROOSEVELT MARCH, 1936
WHEAT (PER BU.)  - 48.¢	 - 90.9¢
CORN (PER BU.)  - 24.1¢	 - 58.5¢
HOGS (PER CWT.)  - \$3.22	 - \$9.11
COTTON (PER LB.)  - 5.9¢	 - 10.9¢
TOBACCO (PER LB.)  - 6.1¢	 - 8.7¢

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.

Republicans repudiated their campaign pledges to restore farm purchasing power.

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 2½ billion more in 1935 than in 1932 and is still rising. Less than ⅓ 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

Democratic National Campaign Committee, Farmers -- Make Your Choice, 1936.

Broadsides regarding the re-election of President Franklin Delano Roosevelt

(The Gilder Lehrman Collection, GLC09532.06)

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
(May 5, 1936)



The REMEMBERED Man

DEEDS — NOT WORDS

President Roosevelt has not given lip service to Labor. He did not promise a chicken in every pot and 2 cars 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, child 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 sys-

tem 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 641 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 58 per cent since the Act was declared unconstitutional, N.R.A. pulled the wage earner out of the lowest depression and aroused the nation to inhuman working conditions.

Since the Guffey Coal Act was outlawed by the Supreme Court, Democrats seek 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



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DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

Democratic National Campaign Committee, Roosevelt or reaction? Wage earners - your vote is your answer, 1936. (The Gilder Lehrman Collection, GLC09532.08)

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Your Electric Bill, 1936

FRANKLIN D. ROOSEVELT
Said: Sept. 21, 1932

"Power has grown into interstate business of vast proportions and requires the strict regulation and control of the Federal Government."
"I favor giving the people the right to operate their own power business when and where it is essential to protect them against inefficient service or exorbitant charges."

PLEDGES CARRIED OUT

I. Curbing Utility Holding Companies

Great public utility holding companies have been placed under supervision by the Public Utility Act of 1935. Heretofore they had no state regulation because they operate across state lines. They had no federal regulation because Republicans refused to curb them.

WHAT HAPPENED—Many have "written up" their properties to double, even triple, the real value; they have "milked" their operating companies by charging exorbitant fees for various "services"; they have spent huge sums to buy public opinion; they have pyramided one company on another with a small "inside" group at the top drawing enormous profits and salaries from the working companies at the bottom.

WHO PAID—(1) The consumer. Expenses have been added to your electric bill. (2) The small investor. Your savings were in danger of another Insull collapse.

FUTURE SAFEGUARDS—An investment in honest utility shares still earns an honest dollar. Utilities on the N. Y. Stock Exchange more than doubled in value (average) last year despite cries of "ruin from government legislation." The new act prevents abuses by holding companies. But it gives them every chance to live and function usefully.

II. Setting Up National "Yardsticks"

When President Roosevelt signed the bill for government operation of Muscle Shoals — vetoed by two Republican Presidents, Coolidge and Hoover—he made possible the first national yardstick to measure the fairness of private utility rates. This yardstick is surplus power generated at Muscle Shoals and sold to 15,000 customers through the Tennessee Valley Authority. Besides three Tennessee River projects the Government is constructing 16 other dams which will produce power for other sections of the country.

PRICES CUT IN HALF—If you live in a home served by TVA power you pay \$1.50 a month for lights and one or two appliances instead of the \$2.75 (national average) you pay private utilities. Rates cover taxes, interest, and every item of overhead cost.

CHEAPER RATES BRING GREATER USE—When electricity is cheap you can afford more labor saving devices. Total domestic use of electricity in eight towns using TVA power rose 146 per cent the first year and equipment sales reached \$112 per residential customer. National figures bear this out:

Private utilities have cut our national electric bill about \$80,000,000 since 1934 as a result of the government power program. BUT in 1935 they produced more power than ever before.

III. Lighting the Future for Farms

If you live on a farm the chances are the private utilities have left you in the dark because of the high cost of extending rural power. **Eight out of nine of the six million farms** in the United States have no electricity. **Three-fourths of American farm women** carry water.

To reach these forgotten farm homes, President Roosevelt created the Rural Electrification Administration. In one year it has made loans for 7,500 miles of electric lines going to 27,000 new customers at a cost of \$850 to \$1,200 per mile as compared with private utility mileage costs of \$2,000. It also makes loans for farm wiring and equipment. R.E.A. brings new comfort and leisure to farm families, a rise in rural real estate by as much as \$5.00 an acre, new markets for electric goods.

Republicans are friendly to the Power Trust
Democrats are loyal to the People's Trust

Elect ROOSEVELT—He serves the People



DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

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