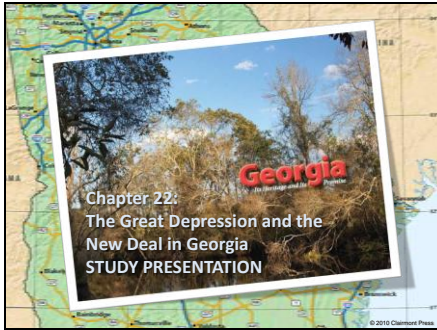


Slide 1



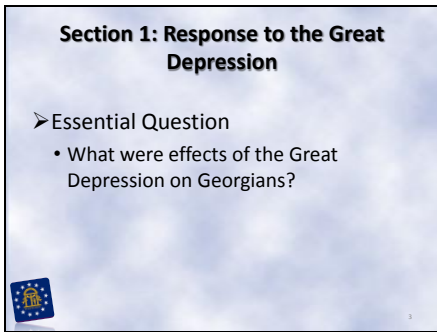
---

---

---

---

Slide 3



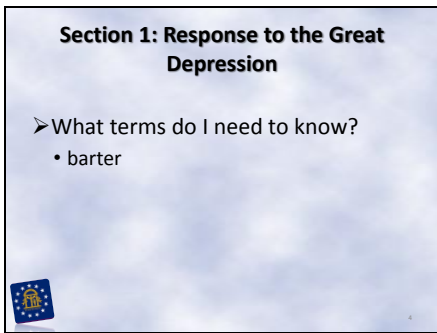
---

---

---

---

Slide 4



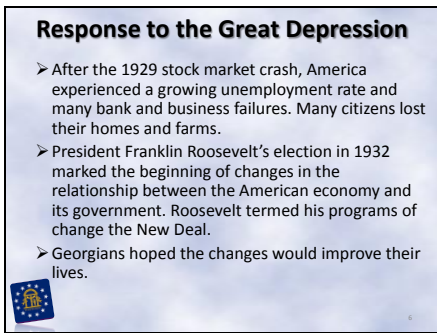
---

---

---

---

Slide 6



---

---

---


---



Slide 7

### Life in Depression Georgia

- Some Georgia companies profited in the 1930s, including Coca-Cola and Stuckey's, which sold pecan candies.
- Many factory workers became unemployed and homeless as were many farmers who lost their homes and farms.
- Atlanta became home for many escaping from the countryside, leading to more overcrowding in the poor areas.
- Soup kitchens, the Salvation Army, and churches tried to feed the hungry. Community Chest organizations raised funds, which were quickly used up.
- In Atlanta, a program was set up to put people to work for goods or food instead of money.
- The unemployment rate was twice as high for blacks as for whites.
- Many families had so little cash that they **bartered** goods rather than using cash.



---

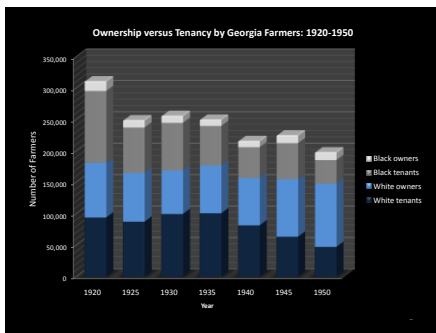
---

---

---

---

Slide 8



---

---

---

---


---

Slide 9

### The Election of 1932

- Democrat Franklin Delano Roosevelt (FDR) campaigned on the promise of the "New Deal."
- FDR had visited [Warm Springs](#) for several years for treatment of polio. He considered himself an "adopted Georgian."
- Roosevelt said in a speech in Atlanta that the country needed "bold, persistent experimentation."
- Roosevelt defeated incumbent President Herbert Hoover, and won all of the southern states in the 1932 election.

Link: [Little White House](#)



---

---

---

---


---

Slide

10

### Section 2: The First New Deal

- Essential Question
  - What were the major programs of the first New Deal?



---

---

---

---


---

Slide

11

**Section 2: The First New Deal**

- What terms do I need to know?
  - subsidy
  - labor union
  - relief
  - strike



---

---

---


---

Slide

12

**A Bank Holiday and Banking Reform**

- Many banks in Georgia and across the country had closed. Congress passed a bank bill to help bankers reopen their banks.
- The Federal Deposit Insurance Corporation (FDIC) was established to insure that depositors would not lose their money if a bank closed.
- Commercial banks, which perform services for businesses, were separated from investment banks, which raised funds for the growing companies and the government.



---

---

---


---

Slide

13

**Agricultural Adjustment Administration**

- The AAA act specified how much a farmer could grow of a specific crop. The farmer then received a **subsidy** for amounts not grown.
- Companies that processed the crops paid a tax, which funded the subsidies.
- The subsidies kept farmers from overproducing, which increased farm prices.
- Large landowners benefitted the most. Some bought tractors with the subsidies. Sharecroppers were often out of work.
- After the AAA was discontinued in 1936, a new act paid farmers to stop planting crops that harmed the soil (including cotton and tobacco) and paid bonuses for farmers to plant new crops, such as soybeans.



---

---

---

---


Slide

14

**The Civilian Conservation Corps**

- Funding of the Civilian Conservation Corps (CCC) employed men between 18-25 years old to work on projects to help America's environment.
- Georgia benefitted from many CCC camps in the state where the workers were trained, fed, and housed. The camps were segregated.
- Projects included planting trees, draining swampy land, and building parks.
- In Georgia, young men built state parks and national parks, and worked on dams to stop erosion.
- The popular CCC program lasted until 1942, when the American military became the major employer for most young men.

Link: [Civilian Conservation Corps](#)



---

---

---

---




Slide

15

**Other Early Programs**

- The National Industrial Recovery Act (NIRA) tried to regulate industry's production. It allowed workers to form labor unions, organized workers' groups to negotiate better wages, benefits, and working conditions.
- The Public Works Administration (PWA) funded building projects, creating thousands of jobs. The government hoped the workers would stimulate the economy by buying goods.
- PWA projects included dams, airports, schools, and hospitals. Atlanta received some new housing projects for poorer citizens.



---

---

---

---

---


Slide

17

**Opposition to the New Deal**

- Some Americans felt the New Deal cost too much. Others felt the many programs would make people too dependent on the government.
- Georgia Governor Eugene Talmadge felt that relief (money, goods, loans and jobs) should only come from private agencies. He did not recognize workers' right to bargain.
- In September 1934, thousands of Georgia textile workers walked off their jobs on **strike**.

Talmadge imprisoned striking workers at Fort McPherson.



---

---

---

---

---


Slide

18

**Section 3: The New Deal: 1935 and Beyond**

➤ Essential Question

- How did Georgia's economy begin to rebound with more New Deal programs after 1936?



---

---

---

---

---


Slide

19

**Section 3: The New Deal: 1935 and Beyond**

➤ What terms do I need to know?

- cooperative
- recession
- minimum wage



---

---

---

---

---




Slide

20

### The New Deal: 1935 and Beyond

- In spite of New Deal programs enacted during Roosevelt's first administration, millions of Americans remained out of work.
- The election of 1936 brought new groups of voters into the Democratic Party.
- The election of Governor Ed Rivers meant that Georgia could now participate in New Deal programs that former Governor Eugene Talmadge had blocked.
- Georgia's economy began to emerge from long years of depression.



---

---

---

---


---

Slide


21

### Rural Electrification

- The Rural Electrification Act (REA) provided government loans to groups of farmers in a rural area.
- The farmers could form an electrical **cooperative**, a company owned and operated for the benefit of those using its services.
- REA allowed Georgia's rural farms to receive electricity. This allowed them to use the same labor-saving devices that city dwellers enjoyed.



As a result of the REA, this woman was able to have an electric stove. Such a device was much safer and easier to use than a wood or coal-burning stove.  
Image: U.S. Government



---

---

---

---


---

Slide

22

### Social Security

- Americans would receive a retirement pension based on money they paid into Social Security while working. Employers matched the amount of money the employees paid.
- The act provided that federal money would go to the states to provide aid for dependent children and their mothers.
- Unemployment insurance, paid for by state and federal governments, was also provided.
- Many Georgians were not covered by Social Security since farm laborers and domestic workers were not covered.
- Georgia's workers were not eligible until Talmadge left the governor's office in 1936, because he refused to set up state agencies to administer the program.



---

---

---

---

---


Slide

23

### The Election of 1936

- President Roosevelt easily won reelection, including winning the votes of African Americans in the north, who had voting rights.
- In Georgia, Richard Russell defeated Eugene Talmadge for the U.S. Senate seat. Russell supported Roosevelt and his New Deal policies.
- Senator Walter F. George of Georgia was reelected.
- Ed Rivers, a New Deal supporter, won the governorship, and thousands of Georgians benefitted from participating in the programs.
- Governor Rivers also passed education reform, including a longer school year. The state paid for textbooks for schoolchildren.

Link: [Richard B. Russell](#)



---

---

---

---


---

Slide

25

**The New Deal's Final Years**

- In 1938, the country went into a **recession**, or economic slowdown.
- Many Southerners opposed the Fair Labor Standards Act, which established a minimum wage and 40-hour work week. They believed that business would have to reduce the number of workers in order to pay the minimum wage.
- The **minimum wage** was the least an employee could pay an employee per hour.
- Not all of Roosevelt's New Deal reforms were approved by Congress.



---

---

---

---


Slide

26

**The Effects of the New Deal**

- The New Deal resulted in many improvements in Georgia, including flood control levees, paved roads, schools, murals and theatrical productions, and development of historic sites.
- The national government enacted programs that directly benefited its citizens instead of leaving that up to state or local governments.
- Georgia leaders supported New Deal programs that helped farmers. Leaders were skeptical of programs that regulated industries and targeted factory workers.
- The New Deal helped modernize Georgia. Transportation improved and agriculture changed permanently with better equipment and new varieties of crops.

The economy improved, but did not recover until the United States entered World War II in the 1940s.



---

---

---

---

Additional Notes:

