

HANDOUT

# 1936 ELECTION



**FRANKLIN DELANO ROOSEVELT**

and John Nance Garner

POPULAR VOTE: 27,751,597

ELECTORAL VOTE: 523

**DEMOCRAT**

Roosevelt was the **incumbent President**.

The election was a referendum on the **New Deal**.

**African American** voters shifted from the Republican party of Lincoln to support FDR for his New Deal relief and because of **Eleanor Roosevelt's** support of **civil rights**.

**Jewish** voters were attracted to FDR's liberal and tolerant policies.

Ethnic workers in urban centers supported FDR's **work programs**.

Intellectuals liked FDR for his "**Brain Trust**" movement.

**Farmers** in the South and West supported FDR's agriculture relief.

**Labor unions** contributed to FDR's campaign with money and votes.

Roosevelt's **Social Security Act**, a cornerstone of the New Deal, gave federal assistance to the elderly and unemployed.

Hitler, Stalin, and Mussolini were preparing for war in Europe but Roosevelt pledged **neutrality**.

FDR's **Fireside Chats** to a national radio audience became a key conduit to connect to the people.



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**ALFRED LANDON and William Knox**

POPULAR VOTE: 16,679,583

ELECTORAL VOTE: 8

**REPUBLICAN**

Landon was **Governor of Kansas**.

Republicans criticized the New Deal and called FDR's **government spending** "reckless" and Social Security a "great swindle."

Newspaper publisher William Randolph Hearst said that FDR was surrounded by **Communists**.

**Wealthy conservatives** spent millions to defeat FDR but alienated less well off voters.



"Come along. We're going to the Trans-Lux to hiss Roosevelt."

What messages does this 1936 *New Yorker* cartoon give about the attitude of the wealthy towards Roosevelt?

In 1936, a *Literary Digest* poll incorrectly predicted a Landon victory. They sent out over 10 million ballots, largely using lists of telephone and car owners. However, only moderately wealthy people had cars and phones in 1936, and the wealthy tended to vote Republican.

**"There is one issue in this campaign. It's myself, and the people must either be for me or against me." - FDR 1936**