The Election of 1932

Herbert Hoover (Republican)
Franklin Delano Roosevelt (Democrat)
By 1932, millions of unemployed workers and impoverished farmers were in a state bordering on desperation.
Unrest on the Farms

- In many communities, farmers banded together to stop banks from foreclosing on their farms and evicting them from their homes.
- Usually—the effort collapsed after some violence.
Bonus March

• Unemployed WWI veterans marched to Washington, DC, to demand immediate payment of bonuses promised them at a later date (1945)
• Camped in improvised shacks near the Capitol
• Congress failed to pass the bonus bill
Disastrous Response

• Hoover ordered the army to break up the encampment
• Tanks & tear gas were used to drive the veterans from Washington
• Incident caused many to regard Pres. Hoover as heartless & uncaring
The Election of 1932

• The depression’s worst year, 1932, was a presidential election year

• Republicans re-nominated Herbert Hoover

• Democrats nominated NY Governor Franklin D. Roosevelt for president
FDR’s Platform

- Pledged a “new deal” for the American people
- Repeal of Prohibition
- Aid for the unemployed
A MESSAGE OF HOPE

I PLEDGE YOU—
I PLEDGE MYSELF—
TO A NEW DEAL
FOR THE
AMERICAN PEOPLE.
Election

- The only real issue was the depression, and which candidate—Hoover or Roosevelt—could do a better job of ending the hard times.
- Almost 60% of them concluded that it was time for a change.
1932 Election Results

- New President—FDR
- Congress—both houses Democratic majorities
Review Questions:

• What was the most important campaign issue of the 1932 presidential campaign?
• Who was the Republican candidate? Democratic candidate in the 1932 presidential election? Who won?
• What was FDR’s *New Deal*?