

October 16, 1936

Cincinnati, OH - Western Campaign Trip -
Informal Remarks

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INFORMAL EXTEMPORANEOUS REMARKS OF THE PRESIDENT
CINCINNATI, OHIO
October 16, 1936

What is a little rain between friends? I am very glad to come to Cincinnati. I am very glad this morning to have seen some of the work which the Federal Government has been able to help with -- first that slum clearance and then the bridge and now this stadium.

I think all of you understand why the Federal Government has helped in work of this kind. In the first place, three years ago, as we all know, we had an unemployment situation which was so imperative to remedy that we simply had to put people to work. Then came the question of finding the best kind of work for them, and that was put up to the localities. The communities -- the cities and counties -- throughout the United States told us what they most needed. And so the great bulk of the money that has been spent to give people jobs has been usefully spent and spent at the request and upon the suggestion of the different states and municipalities of the Nation.

You know, I am sure, that this has aided very much in the national recovery which we have had during

This is a transcript made by the White House stenographer from his shorthand notes taken at the time the speech was made. Underlining indicates words extemporaneously added to the previously prepared reading copy text. It is to be understood that words in parentheses are words that were omitted when the speech was delivered, though they appear in the previously prepared reading copy text.

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You know, I am sure, that this has aided very much in the national recovery which we have had during

the past three years. There is not a merchant, or manufacturer, or a professional man, or industrial worker, or wage earner in this whole city, I am sure, who does not say that things are better than they were.

And most of them know, too, that the recovery just didn't happen of its own accord. It had to have the active help of Government.

And so today, my friends, in going around the country, I see tremendous improvement on every side.

We are also attempting to give a greater security to the Nation in the days to come. We are thinking about our children, we are thinking about fathers and mothers, who do, of course, consider their own old age, we are thinking of greater permanency of jobs -- all of these are objectives which modern civilization delayed too long in taking up. But we have made a good start in taking them up.

By security, I do not mean just a living -- just having enough to eat and a place to sleep. I mean a living according to the American standard -- a standard which provides a decent diet, a decent education and a reasonable amount of leisure and recreation. That is why

projects like this stadium that serve the enjoyment of people -- just for sheer good time -- are just as worth while as building bridges and stopping floods.

That kind of security, as we see it, applies not only to people with respect to their own individual family lives, but ought to apply to their occupations and ought to apply to the businesses which employ them.

That is why we are trying to make it a rounded picture -- something that will affect not merely one part of the country but something that will affect every kind of occupation and business, not just a few kinds.

And so, my friends, I am inclined to think on November 3rd, which is not so very far off, we are going to have an issue presented to us: Shall we continue in the future, as we have been doing, trying to attain greater human security?

I am not in the least bit worried about the result.

STATEMENTS FILE

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AT CINCINNATI, OHIO
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Mar 1936

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What I have seen on this trip, as I have spoken to many hundreds of thousands of people, all told a story of recovery in America ~~far~~ much more graphically than do the (files?) cold figures which we have in our departments in Washington.

You here in Cincinnati have seen the facts of what has been done in the way of national recovery in the last three and a half years. You have seen it in your stores, in your shops, in your plants and on your railroads. No merchant, no manufacturer, no professional man, no industrial worker, no wage earner in this city can say that things are not better. If you need the figures to prove it, here they are:



Some people would have you believe that this recovery has just happened. You people who live in this complex city of Cincinnati know that in a civilization such as ours, recoveries from panics and depressions as disastrous as the one we are now coming through do not just happen.

The panic started in 1929. It got worse and worst until March 1933, at the time this Administration went into office. Why didn't recovery just happen during that period of time? It is because there was a downward spiral and nothing was done to stop it. Banks were failing, deposits were being withdrawn, gold was being hoarded, credit dried up, those who had money refused to buy, the purchasing power of farmers had disappeared, the purchasing power of wage earners was disappearing, channels of trade had dried up.

W. C. (1000)



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Of course the first thing that had to be done was to stop liquidation, restore credit, increase purchasing power and to clean up this stagnation. That was done. I do not have to repeat to you the steps that were taken -- the important thing is that results were accomplished and we are all on our march of recovery -- all of us, farmers, wage earners, business men, professional men,--the entire economic life of America. Liquidation was stopped, credit was restored and purchasing power increased.



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B-1

That was the first thing which we set about to do.

The next thing was to bring about in America -- what we

the of our people
considered ~~our~~ ultimate objective -- security for all

of ^{our} ~~the~~ occupations ~~which make up the trade, commerce~~

~~out of which~~ - farmers, wage earners and business men.

I use that word "security" not in the limited sense of

old age pensions or unemployment insurance -- worthy as

those objectives are, but security in the broader sense

that every citizen should be protected in his right to

win a living for himself and his family so long as he is

ready to work and to consider the rights of his neighbors.

By a living, I do not mean merely having enough to eat

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leisure and recreation.

All that we did, and all that we tried to do, was aimed
at that objective. I do not claim that we have attained
it. I do claim that the Nation is definitely on its way.

We have sought to provide security for the farmer by
raising his income, reducing his interest burden, ~~by~~
protecting his home and farm from foreclosure and providing
a broader and more certain market for his products, by
increasing the purchasing ^{power} of his customers.

We have sought to provide security for the wage-
earner by our program for the revival of business, ^{and} the
raising of national income, and by reducing the hazards
of unemployment and the dangers of a destitute old age.

We have sought to provide security for the business-
man by a monetary policy which raised prices, ^{and insured equal} by ~~an~~ increasing
~~the~~ the purchasing power of his customers who lived on the
farms and in the cities. And above all, we have sought to

Appropriate to Trade abroad

protect the independent businessman from the grip which monopolies had fastened upon him.

Realizing that America was an economic whole in which the prosperity of every occupation depended upon the prosperity of the others, we attacked the problem of providing security to each of our economic groups at the same time. We had seen how impossible it was for a nation to continue half-boom and half-broke, we were determined that the job of recovery had to be done on a national scale for each of the groups that made up our national life.

In determining whether or not we are attaining the objective which the nation seeks, let me ask you a very simple question; don't you feel more secure about the future today than you did in 1932.

nr-601

MEMO FOR THE PRESIDENT:

Here is a proposed speech for Cincinnati which is a repetition of things you ~~are~~ have already said. We had prepared a speech based around planning which I am also enclosing; but they all agreed that the idea of planning brings up the idea of NRA, "regimentation", etc.

So, at a late hour, we began to work on a new speech.

SIR

I am glad to see in Cincinnati, this great industrial and railroad center, the same smiling faces which I have seen in other parts of this Nation on this trip. I have seen the same good cheer on the farms, in the cattle country, in the mining areas, in the small towns and villages, at the crossroads and in the big cities through which I have just come.

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(~~Am...~~)

I compare the first half of the year 1936 with the first half of the year 1933 for this City. Employment is up 49%. Department store sales are up 32%. Furniture sales are up 94%. Bank deposits^{are} up 54%. Building permits^{are} up 770%.

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