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STORAGE

L FRANKLIN DELANO ROOSEVELT MEMORIAL  
INTERPRETIVE PROSPECTUS

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## I. INTRODUCTION

"There exists a great interest among Americans--and for that matter, among other people--about this thirty-second President."

Sharing these sentiment's of one of the New Deal's pre-eminent analysts, Rexford Tugwell, Representative Eugene Keogh introduced legislation in the year following President Roosevelt's death to organize a commission whose charge was to create a memorial to F.D.R. The commission was formed in 1955, and has since actively sought to achieve its goal.

The memorial design is nearing completion and the following prospectus delineates its major interpretive goals.

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1. Tugwell, Rexford, FDR: Architect of an Era, p. 263.

## II. INTERPRETIVE GOALS

The primary interpretive goal of the FDR Memorial is to portray the complex essence of Franklin Delano Roosevelt, the man and the President, in the context of the era which both shaped his Presidency and was in turn shaped by it. The intent of the Memorial is to involve visitors in the aura of one of the most complex and difficult periods in our nation's history, to evoke in them an emotional response to the man, the President, and his times--its challenges and FDR's responses. In order to achieve these primary goals, a number of methods have evolved:

- \* In the exterior "garden" species, the use of many sculptural images and inscriptions to portray FDR, rather than a single monumental or heroic figure or inscription. The theme of both the sculpture and the inscriptions is a portrayal of the President and the forces that shaped both him and the country during his Presidency.
- \* The use of the environmental quality, features, and experiences of the Memorial itself is a symbolic expression of FDR's love of and concern for the natural environment.
- \* The retention of all existing sports facilities and of "the Cherry Walk" to allow continued enjoyment of these highly utilized resources.
- \* The use of personal services, written, and audio interpretation to provide visitors with orientation and with greater knowledge and understanding of FDR, the man and the President, and his times.

Cumulatively these elements result in a highly integrated Memorial experience.

### III. SUMMARY OF MEMORIAL DESIGN

#### The Site

The Franklin Delano Roosevelt Memorial will be located in Washington, D.C., along the Tidal Basin on a 10 to 12 acre portion of the peninsula area of West Potomac Park designated by Congress in 1959 as a site for a Memorial to the late President Roosevelt. This site draws on the historical precedent of L'Enfant's plan for Washington as well as on the 1901 McMillan Plan which designated sites for major memorials according to a "kite" form plan. The entrance plaza of the FDR Memorial will be located on one of the designated McMillan Plan sites.

National and foreign visitors and local residents will be drawn to the FDR Memorial site. Its location in the National Mall area of the U.S. Capitol within walking distance of both the Lincoln and Jefferson Memorials and easily accessible by both Tourmobile and our bus, will put the FDR Memorial in the mainstream of the sites visited by tourists to Washington. The site and adjacent areas also have a history of use by local residents for a variety of recreational purposes. Currently, in addition to water-oriented activities along the Potomac and the Tidal Basin, West Potomac Park hosts a variety of sports and its playing fields. These recreation uses will continue in areas adjacent to the Memorial.

#### The Design Concept

Planning for the Franklin Delano Roosevelt (FDR) Memorial was begun in 1946 when a resolution was introduced in Congress to set up a commission whose purpose it was to create a memorial to the late President. The resolution was signed into law in 1955 and planning for the memorial has since been in the hands of the Franklin Delano Roosevelt Memorial Commission (FDR Memorial Commission) and, since 1966, in conjunction with the National Park Service.

Lawrence Halprin was selected by the FDR Memorial Commission in 1974 to design a fitting memorial to FDR according to a landscape or garden concept. The memorial design has as its basic concept a moving series of garden spaces defined on 2-3 sides by a granite wall from which water falls into pools and runnels and on which are sculpted images of President Roosevelt and inscriptions of some of his most memorable speeches and sayings. Rather than a single monumental image, the design of the FDR Memorial creates an environmental image, the design of the FDR Memorial creates an environment through which the essence of FDR is conveyed in a collection of symbolic forms. The Memorial visitors' own movement through this sequence of spaces, enhanced by the landscape itself and the time spent within it, will allow very personal interpretations and experiences of the Memorial by people of all ages and interest levels.

In addition to the primary Memorial of the garden, the design includes visitor "decision points" at entrances to the Memorial as well as a visitor contact facility at the main entrance.

The garden spaces provide symbolic and evocative experiences. The decision points and the visitor contact facility provide services that assist visitors to personally structure their time. Publications and an audio cassette tape tour of the Memorial, available in the visitor contact facility, provide in-depth information and interpretation.

Out of sight for visitors but essential to the operation of the Memorial are interpretive staff and maintenance facilities and staff areas.

#### Design Description: A Walk Through the Memorial

Arrival and Orientation -- Most visitors first experience of the FDR Memorial will be at an arrival and orientation center located on the Potomac River side of the West Potomac Park peninsula. Visitors reach this arrival center via Ohio Drive and special access roads for tourmobiles, tour busses or disabled persons. Tourmobile and tour bus passengers will be dropped off and may reboard their vehicles at this center. People hiking, biking, or boating along the Potomac would also use this entrance point for the Memorial. Benches, drinking fountains, public restrooms, and public telephones will be contained under the sheltered roof of the arrival center. In addition, information/orientation and interpretive services will be located at the arrival center. These include:

- \* A simple plan of the Memorial in isometric or oblique view form clearly identifying and orienting the visitor to all areas of the site and listing approximate walking times to each. This orientation sign will also be located at other key points in the Memorial.
- \* An information kiosk or station which can be self-service or staffed as needed to dispense mini-brochures on the Memorial, transportation, and other information.
- \* A clearly identified pavilion for disabled persons to obtain wheelchairs, guides, and other aids that will allow them to have the fullest possible experience of the Memorial. The Memorial has been designated as a barrier-free environment. However, because the site is extensive, some disabled and elderly persons not ordinarily confined to wheelchairs may need them to avoid fatigue.
- \* A cooperating association sales area will be located within the facility. Sales items will be restricted to those interpreting FDR and his times and those providing general information concerning the National Mall area. In addition, rental tape cassettes providing a Memorial tour would be made available by the cooperating association.

Memorial Garden - To enter the Memorial, visitors will leave the arrival center and walk across the peninsula along a 500-foot tree-lined alley or walkway between 6-8 foot bermed earth mounds. As they walk along this alley they will have a vista across the Tidal Basin to the Washington Monument. The terminus of the alley will be the "lobby" of the Memorial: a plaza that signifies arrival at the beginning of the Memorial's sequence of experiences.

After crossing the plaza, the visitor will begin the experience of the Memorial Garden. This 800-foot long series of spaces contained by a sculptured granite wall will be an evocative and symbolic testament to Roosevelt, the man, the events of his career of service of the people, and the qualities of the environment and society that characterized his Presidency. Many varieties and kinds of treatment will embellish the wall: bas-reliefs and full sculptures-in-the-round of people and events, inscriptions, and incised sayings and sentiments. The floor of the Memorial will consist of warm-colored granite pavers creating a walking surface 30-60 feet wide. Throughout there will be places to sit and contemplate the Memorial.

The granite Memorial garden wall will vary between 14 and 16 feet in height. There will be places where visitors can "enter" the wall and be surrounded by images; places where images will project from the wall; places where the linear quality of the wall will lead the visitor to stroll to the next experience.

The culminating event of the walk will be a major water garden with its source in the sculptured wall. This water garden, located at the east end of the Memorial, will extend from the garden wall toward the Cherry Walk and the Tidal Basin. As the natural element most identified with President Roosevelt, in sailing at Campobello, his career as Secretary of the Navy, mid-Atlantic wartime meetings, and swimming in the therapeutic waters of Warm Springs, water becomes the highlight of the Franklin Delano Roosevelt Memorial. The water treatment will be in rivulets, sheets, pools, or places where people can walk over it on terraces and platforms. The enveloping eternal qualities of water here in this garden will invoke the timeless nature of Roosevelt's service to the American people.

The Memorial Garden will extend past the water garden, continuing on towards a symbolic gate leading to a location where people can linger and observe the only view of the Capitol from the site. This gate will act as the entrance to the Memorial for people approaching on foot from the Jefferson Memorial. In contrast to the rest of the Memorial, this area will be much less structured, consisting primarily of a meandering path threading through low berms and tree plantings.

The visitor who has completed a stroll through the Memorial will have the option of continuing on towards the Jefferson Memorial on foot, or of turning back and walking through the Memorial a second time or along the Cherry Walk, back to the arrival center or continuing on to the Lincoln Memorial.

## IV. INTERPRETIVE PROPOSALS

### Influences on Interpretive Planning

Interpretive planning for the FDR Memorial was an integral part of the overall design process. In this process a number of factors influenced the interpretive program developed.

Visitor Use -- The numbers and different types of visitors who will come to the Memorial have influenced the interpretive program in several ways. It has been estimated that approximately two million people will visit the FDR Memorial every year. This visitation will follow the same general seasonal pattern found at the other major presidential memorials in Washington with peak visitation in the spring and summer months. As many as 12,000 to 14,000 people could be expected on a peak day. A majority of these visitors will come to the site via tourmobile or tour bus. This means that, to varying degrees, visitors will arrive and need to be accommodated in large groups. The average length of time spent by a visitor is anticipated to be approximately 30 minutes, considerably longer than the 10 minute average visit at the nearby Lincoln and Jefferson Memorials. This will be due to the rich ambience of the place and the range of engaging learning experiences provided there. Some visitors, however, will have a shorter time to spend, but many others will make a much longer investment of time to experience more about FDR in the pleasant environment of the Memorial.

To accommodate large numbers of visitors at peak times and to accommodate visitors with varying time schedules, the interpretive program emphasizes the design of the Memorial as a series of individual experiences.

Visitors' ages, interest levels, and prior knowledge of FDR will also vary greatly. Again, the variety and richness of the series of spaces and images allows individual experiences and responds to this variation. In general, however, the particular needs of four groups of visitors have been considered: the national visitor, the local or repeat visitor, the disabled visitor, and the international visitor.

National Visitor -- The national visitor to Washington, of course, varies greatly, but several factors can be planned for. The national visitor is more likely to travel to the site via tourmobile, tour bus, or other organized tour. These visitors generally see several sites on a single day, and so have less time to spend at each. Clear orientation is especially essential for these visitors. If the national visitor can take extra time, the garden environment and numerous places to rest offer a relaxing place to change pace and enjoy a different kind of "memorial" experience.

Local/Repeat Visitor -- A large number of local or repeat visitors are anticipated to visit the site. The site has a history of use by community residents and the many current recreation uses of areas adjacent to the Memorial will be maintained in the immediate vicinity. These drawings will bring community members on the site. Local school groups will also come to the site to learn about FDR. These visitors have been considered in

a number of ways: The garden experience itself changes with the seasons; special outdoor lecture programs may be scheduled; the park brochure will provide essential information about the Memorial and about FDR and his times; and the book shop will be a one-stop center for works on FDR and the era.

Disabled Visitor -- Disabled persons are expected to visit the FDR Memorial in larger than average numbers, because FDR, who was himself disabled, represents a powerful model. Also, with increasing accessibility of the other major memorials in Washington and the barrier-free environments of the FDR Memorial, overall visitation to the area by handicapped people may rise. Disabled and elderly persons have been considered in all phases of the design and interpretive programming. Images which portray FDR as a strong, but handicapped person will make people aware of this facet of FDR. The richness of the overall experience in visual terms will provide a full experience for those with hearing impairments. The audio tape cassette tour, available from the cooperating association at the arrival center, will provide interpretation for blind visitors. If only one tape is available, it should interpret the sculptural imagery within the Memorial. Tactile experience of images throughout the Memorial will be encouraged.

International Visitor -- The Memorial is expected to have many international visitors. FDR is well known abroad and his actions had a strong impact on many countries. It is expected, that, like to national visitor, the international visitor will be more likely to travel to the site via tourmobile, tour bus, or other organized tours. Their major needs will be set by brochures and cassettes in a variety of foreign languages.

Setting -- The design of the Memorial as a series of garden spaces will influence the interpretive concept of each visitor individually creating his or her own integral experience of the Memorial.

The Memorial is located in the approach to Washington's National Airport. Water elements have been designed to provide sound to mask aircraft noises in the garden itself, but the combination of these noise factors rules out any regular verbal interpretation in exterior spaces, a factor again influencing the visitor's individual experience.

In common with the other major memorials in the Washington area, the FDR Memorial will lack adequate facilities to provide supplemental interpretive programs. Therefore, interpretive media at the FDR Memorial will supplement the experimental mode of the Memorial by providing factual information about the man and his Memorial.

#### Interpretive Area Proposals

Memorial Garden -- In the Memorial Garden the complex essence of FDR and the era in which he was President will be represented through a symbology formed by bronze sculptural images and by inscriptions carved in the granite. Each of these elements will express one of the many facets of FDR's character, life, work, or times. Collectively, these elements will portray the profound impact of this single modern President's action during the critical times during the 1930s and 40s in

which he served his country. The visitor's experiences of these elements will be as varied as the visitors themselves. Each visitor's own imagination, experience, knowledge, visual, and other senses will be drawn into his or her own interpretation of these symbolic elements in the Memorial.

Throughout the garden will be approximately 6 to 12 different sculptural groupings. These images, executed in bronze, will be primarily bas-reliefs affixed to the granite wall, but will include free-standing sculptures and full sculpture-in-the-round, located adjacent to walls. Four distinguished sculptors have been chosen for this work: Leonard Baskin, George Segal, Robert Graham, and Neal Estern. Quotations of FDR's important speeches which reflect his philosophy, political skill, and character will be used on their own without imagery. The integration of sculpture and quotations with the walking experience will develop an overall imagery of FDR and will be evocative of the era.

This Memorial experience will be self-guiding. The images and the quotes in the context of the garden landscape and water elements should be experienced by the visitor without further interpretation by descriptive interpretive signs or tour guides. A mini-brochure available at the arrival and information areas will offer historical context. Park interpreters on duty within the memorial will provide information/orientation services for visitors, as well as person-to-person interpretation responsive to the questions, needs, and interests of visitors. The experience of the Memorial garden is intended as an evocative, impressionistic, and involving one--a contemporary tribute to a man who was deeply involved with the people and events of his day. Visitors of all ages, interest levels, and levels of knowledge about FDR can reflect on the words and images presented--making connections between the events of that time and the past, present, and future.

A number of themes will be expressed in the Memorial Garden. These include:

1. FDR: President/Politician/Public Man/Relationship to the American People
2. America in the Great Depression
3. Restoration Programs
4. FDR: Personal images
5. World War II
6. FDR: International Leader
7. Elegy

(See Appendix I for detailed description of themes.)

Arrival and Orientation Center -- The arrival and orientation center, to be located at the major entrance to the Memorial, would include an information/orientation kiosk, bookshop, restrooms, offices, and custodial spaces.

KIOSK -- The kiosk serves two functions: to provide an operational base for the interpreter on duty and to provide visitor information and orientation whether or not the kiosk is staffed.

Interpreters on duty require a space where they can store free handout literature, including the Memorial mini-brochure. The space would also have telephone and park radio communications. While it is anticipated that the interpreter would be outside in direct contact with visitors at most times, the kiosk would also have a Dutch door or open counter space so that the interpreter, when inside, can talk with visitors outside.

A single exhibit panel would provide an orientation plan of the Memorial, in isometric or oblique view form. The graphic would highlight the key visitor facilities (e.g., bookshop, restrooms, and public telephones) and the major design features of the Memorial, with sculptural images located and identified by themes (e.g., FDR the Politician, the New Deal, World War II, etc.). Labels would provide visitors with an estimated leisurely walking time through this Memorial and indicate that it is totally accessible.

The kiosk might be an integral part of the arrival and orientation center structure, or it might be located in the main pedestrian walkway as a free-standing structure, as determined and designed by the architect.

BOOKSHOP -- A bookshop, to be operated by the Parks and History Association (a National Park Service non-profit cooperating association), would be located in the arrival and orientation center. The association would require a room approximately 20 x 20 feet. A single cash register and work space would be placed at the entrance/exist. Displays would be provided for a 1 1/2 day inventory of sales items, including biographies, collections of FDR's speeches, histories of the New Deal, other related publications, prints and photographs, and general publications of the National Mall area. The selection of titles in various quantities will be determined by the Association and will be subject to continual change. Film and souvenir items would not be sold.

The cooperating association, in the bookshop, would handle rental of audio tape cassette tours through the Memorial. These would be provided in several languages and would be primary interpretation for hearing impaired and non-English speaking visitors. Design of the bookshop must take into account rental, return, and storage of the units.

RESTROOMS would include a diaper changing room.

**OFFICES** -- Small offices would be provided for the interpretive staff and for the U.S. Park Police. These offices would be provided with radio and telephone communications.

**Brochure** -- A mini-brochure for orientation at the Memorial and background information on FDR will be available to supplement the interpretation provided by the Memorial itself. These brochures will be available at the information kiosk at the arrival center off Ohio Drive and from automatic dispensers at other entry points to the Memorial. The brochure would be translated and made available in a selection of major foreign languages.

The brochure will contain a brief description of the Memorial and a simple plan in isometric or oblique view form similar to the exhibit plan to be provided at the arrival and orientation center and other entrances to the Memorial.

The brochure should not be a self-guiding tour in the step-by-step sense. Instead, it should support the interpretive concept of allowing the visitor to individually experience the imagery and environments of the Memorial. It should provide approximate amounts of time needed for a quick walk-through and for a more leisurely experience. This is especially important for visitors who intend to spend less than 1/2 hour at the Memorial and for elderly and disabled persons. Reference should also be made that wheelchairs and other aids for the disabled are available at the arrival center or on request from an interpretive staff person.

Whereas the free-form nature of the Memorial to interpret highlights of FDR's presidency, the brochure will compliment the Memorial by providing a summation of his contribution to the country. In addition, a brief chronology of events in FDR's life could serve this purpose.

Identification of the designer of the Memorial and of the sculptors of each work in the Memorial should also be referenced in the brochure as no signs, titles, or other identification will be placed on the sculptures themselves.

The possibility of providing brochures to braille or raised letters for blind visitors should be explored. The brochure should be in the same design earlier as those representing Washington, Jefferson and Lincoln which are distributed nearby.

**Signs** -- Both the design and interpretive concepts of the Memorial minimize the need for directional and interpretive signs. At the arrival center information kiosk and at the other entrances to the Memorial (list -----) the orientation plan will be reproduced on exhibit panels for easy viewing by visitors. These orientation panels would be compatible with the overall design of the Memorial.

No interpretive signs, titles, or other identification will be used in the Memorial garden. Restrooms and other visitor facilities throughout the Memorial will be identified through a coordinated graphic system.

If any further orientation or directional signs become necessary they should be designed according to the standards set in the original design. The use of haphazardly placed and unattractive signs should be completely avoided. Such signs lessen the quality of the visitor experience.

Secondary Information Kiosk -- An additional staffed kiosk might be placed at the east entrance to the Memorial. It would not be staffed at all times, it would provide temporary shelter and storage space for an interpreter assigned to the eastern areas of the Memorial.

#### Interpretive Media Not Recommended

Because the proposed visitor center for the FDR Memorial has been deleted from the plan, other interpretive media were considered to mitigate this tremendous deletion from the interpretive program. Additional interpretive media were not recommended because they would intrude on the Memorial environment/atmosphere and/or be ineffective.

Audiovisual Programs -- Any programs (audio or audiovisual) requiring sound as an interpretive element were rejected because of the high ambient sound level of the water moving through the Memorial garden and the intermittent deafening roar of commercial aircraft taking off and landing at nearby National Airport.

The use of television monitors was rejected because of sunlight interference with visual quality and because visuals without sound would be ineffective, especially considering the powerful speaking skills of President Roosevelt, which visitors would expect.

Wayside Exhibits -- Placement of a number of wayside exhibits interpreting the life and times of FDR was considered for a patio area adjacent to the arrival and orientation center. The intent would have been to provide biographical information. Wayside exhibits were rejected because they would have been an intrusion in the Memorial environment, which begins as visitors enter the walkway at Ohio Drive, and because they probably would not have provided effective interpretation. Wayside exhibits work well when they interpret a scene that visitors are looking at or a historic event that took place where visitors are standing. Neither applies at the FDR Memorial. In addition, wayside exhibits are a poor medium for interpreting abstract ideas and emotions -- FDR was a man of ideas and emotions, and a communicator. These cannot be conveyed by wayside exhibits.

#### Interpretive Center

The original plan intended to provide more complete interpretation than is available at the nearby Washington, Jefferson, and Lincoln Memorials. The Memorial garden will tribute FDR's significant achievements. The interpretive center was to have provided a definitive treatment of the era's historical context and FDR's response to it. It would have used the voice of FDR, photographs, and motion pictures to focus on the unique aspects of the FDR legacy, as interpreted by FDR himself. It was, therefore, an integral part of the plan for the Franklin Delano Roosevelt Memorial. It was excised, primarily for budgetary reasons.

Most Americans today had not yet been born when President Roosevelt died. Their knowledge of the man and his Presidency is limited. Their understanding of the Great Depression and World War II is also limited. Time will pass; FDR and his era will recede further and further; the need for an interpretive center will increase. At some future time the other half of the Memorial should be provided.

The concept for the Interpretive Center is detailed in Appendix II.

## V. RESEARCH PROCESS/RESEARCH COLLECTION

In order to integrate the interpretive planning for the Memorial with the development of the design concept, the designer worked with the interpretive planners at several stages in the overall design process.

Prior to the final design stage, researcher surveyed an extensive bibliography of primary and secondary literature on FDR and the era of his presidency, including a review of all of FDR's public speeches and radio broadcasts. The survey included interviews with leading FDR biographers and historians. The photo collections of the National Archives and the Library of Congress were also reviewed for images of FDR and a survey was made of all other collections of visual images of FDR (still and motion picture). Interviews were conducted with leading biographers of FDR and with scholars of the era and of the role media played in FDR's presidency.

Based on this research a flexible "Idea Bank" of historical information and visual images was compiled for use by the designer and sculptors. Over 1,000 summaries of topics related to FDR's life and presidency and excerpts of important speeches are contained in this easy-reference card filing system. A special section on important and familiar quotes and phrases, a bibliography and reference information on sources of films, newsreels, still photographs and sound recordings complete the "Idea Bank" card system. A parallel component selected and indexed over 300 photographic images of FDR and the era for the designers and sculptors use and reference.

The designer and sculptors worked together in two intensive workshops to identify the images and quotes for the Memorial Garden. The research collection of the Idea Bank was used as a common reference for all participants. Films from the FDR Library at Hyde Park supplemented the resources for this process. (The Idea Bank will continue to be available for reference throughout the project.)

APPENDIX I

FDR: PRESIDENT/POLITICIAN/PUBLIC MAN/RELATIONSHIP  
TO THE AMERICAN PEOPLE

## 1. FDR: PRESIDENT/POLITICIAN/PUBLIC MAN/RELATIONSHIP TO THE AMERICAN PEOPLE

### The Presidency

Franklin Delano Roosevelt served as President of the United States from 1933-1945. During this unprecedented 12-year tenure begun in the midst of the Great Depression, continuing through the economic recovery and social change of the 1930's and concluded after facing the threat and reality of a world war, Roosevelt shaped the form of the modern Presidency. The Memorial to Franklin Delano Roosevelt will introduce the concept of his presidency through the image of the "Great Seal" of the President of the United States. A bas relief image of the Great Seal of the Presidency will be placed near an inscription in the granite wall of the entrance plaza of the garden which reads "THE FRANKLIN DELANO ROOSEVELT MEMORIAL."

### FDR: Inauguration as President

When FDR was inaugurated for his first term in office on March 4, 1933 the country was in a dire financial crises. In the interim period between the hopeful promises of the campaign and election in November and March, unemployment steadily rose, business and industry lost confidence (slowing to a standstill in many areas) and banks across the country began to collapse. A disheartened America gather to hear its new, confident President face the crisis. The speech Roosevelt delivered that day breathed hope back into the failed spirit of the people throughout America. He told Americans that their nation would endure, "that the only thing we have to fear is fear itself" and people began to believe. This event will be conveyed through an image of Roosevelt, the President and a quotation from his first inaugural address such as:

"I am certain that my fellow Americans expect that on my introduction to the Presidency I will address them with a candor and a decision which the present situation of our Nation impels. This is pre-eminently the time to speak the truth, the whole truth, frankly and boldly. Nor need we shrink from honestly facing conditions in our country today. This great Nation will endure as it has endured, will revive and will prosper. So, first of all, let me assert my firm belief that the only thing we have to fear is fear itself--nameless, unreasoning, unjustified terror which paralyzed needed efforts to convert retreat into advance." --FDR, 1st Inaugural Address, March 4, 1933.

### FDR: The Politician

FDR was a masterful politician. Americans from all walks of life felt that Roosevelt represented their interests. When he spoke to the public, he spoke directly, with humor, with confidence and with practical sense. In his book, The 1940's, Cabell Phillips describes FDR's political style:

"Roosevelt's style as a stump speaker was masterful. He established immediate empathy with his audience, never patronized, impressed with his command of language and knowledge, never descended to anger or vituperation. His most skillful oratorical thrusts were often couched in gentle, sophisticated ridicule."

But behind this style was enough substance and action for the American people to elect FDR to four consecutive terms in 1932, 1936, 1940 and 1944. Political skill was far more than just winning elections with Roosevelt, it was a way of uniting and inspiring people. Whether speaking from the back of his train to drought-stricken farmers in the Midwest:

"As you know, I came out here to see things with my own eyes. I felt I could learn a lot more by coming out than by just reading blueprints and reports back in Washington. What I have seen confirms the belief that I have had for a long time--the belief that we are going to win out in this problem....Back East there have been all kinds of reports that out in the drought area there was a wide spread despondency, a lack of hope for the future, and a general atmosphere of gloom. But I had a hunch--and it was right--that when people with your chins up, that you were not looking forward in despair to the day when this country would be depopulated, but that you and your children fully expected to remain here...I know you are not licked." --FDR, Informal Remarks at Bismark, North Dakota, August 8, 1936.

Or talking to Americans on radio broadcast of a Fireside Chat:

"I never forget that I live in a house owned by all the American people and that I have been given their trust. I try always to remember that their deepest problems are human. I constantly talk with those who come to tell me their own points of view; with those who manage the great industries and financial institutions of the country; with those who represent the farmer and the worker; and often with average citizens without high position who come to this house. And constantly I seek to look beyond the doors of the White House, beyond the officialdom of the National Capital, into the hopes and fears of men and women in their homes. I have traveled the country over many times. My friends, my enemies, my daily mail, bring to me reports of what you are thinking and hoping. I want to be sure that neither battles nor burdens of office shall ever blind me to an intimate knowledge of the way the American people want to live and the simple purposes for which they put me here." -- FDR, Fireside Chat on Economic Conditions, April 14, 1938.

In countless other speeches and actions FDR also showed his ability to be a political leader. A variety of images of FDR the Politician, will convey this aspect of his career.

2. Philips, Cabell, The 1940's, New York Times, p. 41.

## 2. AMERICA IN THE GREAT DEPRESSION

### Depression

Over a quarter of the American labor force, 12 to 15 million people, were unemployed at the beginning of 1933 when FDR took office. Unemployment relief was a haphazard and underfunded effort. Long lines of men and women waiting for meager handouts were a common sight throughout America. Hard times affected all levels of the working force and the economy. Bank failures prompted a panic which led to a major financial crisis for sound banks as well as the unsound. Farms suffered from falling prices; the inability of city workers to buy ever-increasing surpluses. By 1934 a severe drought turned lands of the Mississippi into a "dust bowl" and drove thousands of once self-sufficient farms and rural people from their lands and into desperate migratory lives.

These conditions will be represented in images such as a breadline of men and women dispirited by poverty and hopelessness. Accompanying this image would be an inscription of a statement describing this plight made by FDR, such as:

"I see one third of a nation ill-housed, ill-clad, ill-nourished.... The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little." --FDR, Second Inaugural Address, January 20, 1937.

## 3. RESTORATION PROGRAMS

### New Deal Programs

Several images will depict the programs and actions of the New Deal and Roosevelt's response to the problems of the Depression. These programs and action were without precedent. As soon as Roosevelt took office he drew active and energetic men of ideas to Washington and began to initiate programs designed to bring economic relief and recovery. Relief/recovery programs included the Agricultural Adjustment Act (AAA), designed to raise farm prices by paying farmers to reduce their production; the Federal Emergency Relief Administration (FERA), to give federal money to states for direct relief; the Civilian Conservation Corps (CCC), to put jobless young men to work in useful forestry projects; the Public Works Administration (PWA) and Civil Works Administration (CWA), the first work relief programs; the Security and Exchange Commission (SEC), to insure investors; the Tennessee Valley Authority (TVA), to bring cheap electric power, new industry, flood control and economic life to the Tennessee Valley, the Home Owner Loan Corporation (HOLC), to slow down mortgage foreclosures; the National Recovery Administration (NRA), to stimulate private industry; and the Federal Deposit Insurance Corporation (FDIC), to insure bank deposits. Among later additional programs was the Works Progress Administration (WPA) responsible for the largest number of public works projects including a wide range of arts projects.

Another major New Deal achievement was the passage of the Social Security Act of 1935 to insure that no one would face the disaster of abject poverty in old age or if disabled, widowed or orphaned. The Social Security Act is regarded by many as the greatest social legislation of the New Deal.

New Deal programs made dramatic changes in the role of the Federal Government in American life. This impact is one of the legacies of FDR's Presidency which continues to be the subject of reinterpretation and analysis. Whatever the current judgments, the recovery attained and the many positive benefits were a tremendous achievement. A 1933 account of the New Deal's first 100 Days expressed this opinion:

"It is far too soon to put Mr. Roosevelt down as a superman, a great statesman or a man of destiny. He still has a long way to go before achieving that eminence. But it is not too much to say that he has exhibited political sagacity and administrative efficiency to an astonishing degree. The results he has to his credit--and they are breathtaking when we try to comprehend them--cannot all be charged to the 'supersituation'; there was the 'hour' to be sure, but also there was the 'man'.<sup>3</sup>

A collage of sculptural images will depict the variety of issues and programs of the New Deal. The results of one or more programs such as the Tennessee Valley Authority (TVA) will be used to show the lasting impact of the recovery programs of the New Deal.

#### Fireside Chats

FDR used the radio, the new and popular medium of his day, to help make the American public aware of the nature of the problems facing the government and the steps being taken to find solutions. To do this, FDR made informal evening broadcasts. He addressed his audience as "my friends" and used simple, direct language and homey analogies to try to explain the complex issues of the day. FDR and his Press Secretary Steven Early carefully planned and timed the Fireside Chats to keep people informed of important issues. Named by the press because they conveyed the image of a father discussing public affairs with his family around the fire in the living room, FDR gave 31 Fireside Chats during his Presidency. Fireside Chats strengthened FDR's warm, intimate relationship with the American public.

An image such as one common to millions of American homes of the era, of a person or family intently listening to radio broadcast of a Fireside Chat, will be depicted to communicate this aspect of FDR's Presidency.

#### Conservation--The Restoration of America

FDR had a special interest in conservation. His accomplishments in this field date back to his service in the New York State Legislature and

3. Essary, J. Frederick, "The New Deal for Nearly Four Months," Literary Digest, 1933.

continued throughout his Presidency. He not only worked to save forest and park lands, establish soil conservation practices in agriculture, and improve systems for flood control, but also linked conservation to work relief through the Civilian Conservation Corps whose main work was reforestation and soil conservation. FDR's concern for the environment will be depicted by an image of the American landscape and a quote such as:

"The history of every nation is eventually written in the way it cares for its soil." --FDR, Statement on Signing the Soil Conservation and Domestic Allotment Act, March 1, 1936.

#### 4. FDR: PERSONAL IMAGES

##### FDR: The Man

FDR has been characterized as a man of "unsinkable optimism," infectious self-confidence, style and charm, laughter and seriousness, an aristocrat who firmly believed in people. FDR biographer James MacGregor Burns summarized Roosevelt's character in the following way:

"To examine closely single aspects of Roosevelt's character--as thinker, as organizer, as manipulator, as strategist--is to see failings and deficiencies so closely interwoven with high capacities. But to stand back and look at the man as a whole, against the backdrop of his time is to see the lineaments of greatness--responsiveness, vitality, faith and above all concern for his fellow man. A democrat in his manner and conviction...sensitive but not weak; considerate but not fussy; plucky in this power to endure; capable of laughter and taking a joke."

The American public saw the varied aspects of FDR. They followed his travels to his homes at Hyde Park and Warm Springs. They know the active First Lady, Eleanor Roosevelt, who traveled throughout the country and world demonstrating social concern and an active political sense.

The personal FDR will be conveyed in several images of his character. He will be depicted in several contexts and in pursuit or conduct of some of his major programs.

##### FDR: Handicapped

In 1921 while vacationing at his summer home on Campobello Island, FDR was stricken with infantile paralysis. His legs were left paralyzed and he tortuously tried to regain his strength and learn to walk again.

While fighting for recovery, he discovered an old resort at Warm Springs, Georgia where he could swim in warm, healing waters. He soon drew other polio victims to Warm Springs and worked to develop a treatment center there. Throughout his Presidency he was instrumental

4. Burns, James MacGregor, Roosevelt: The Lion and the Fox, 1882-1940, p. 447.

in raising consciousness and funds for polio research through the organization and support of the March of Dimes--support which ultimately led to the Salk vaccine. But FDR the politician was not perceived as a handicapped person. This convention and his disability put the issue of his handicap far from the average person's perception of him. However, the reality remained, he wore heavy steel leg braces and though he could deftly maneuver himself in a small wheelchair, he had to depend on the strength of his arms and shoulders and the assistance of others for many of his needs. FDR's great achievements despite his physical disability can be a special source of inspiration for visitors, particularly disabled visitors. An image of FDR in a wheelchair, swimming at Warm Springs or another image which in a respectful way indicates that he was a strong, but handicapped person will be included on the garden wall.

## 5. WORLD WAR II

### World War II: Threat in Europe/Conduct of War/Domestic War

The rise of totalitarian aggression in Europe in the 1930's presented a potential international conflict of horrible dimensions. As conditions in Europe and the Far East grew worse and armed conflict began, FDR began his own battle to prepare the American people and American industry to first lend support to American allies and finally after the Japanese attack at Pearl Harbor on December 7, 1941 to enter and fight a war for freedom.

A number of images and quotes will depict the conflicts and events of World War II. Images such as those which represent the horror of war, the destruction, the holocaust, the tyranny caused by Nazi and Fascist aggression; and an assembly line with workers producing war materials will be included. Quotations such as the following statements by FDR could supplement these images":

"They [who] seek to establish systems of government based on the regimentation of all beings by a handful of individual rulers...call this a new order. It is not new and it is not order." --FDR, Address to White House Correspondents' Association, March 15, 1941.

"We must be the great arsenal of Democracy." --FDR, Fireside Chat on National Security, December 29, 1940.

"Without a declaration of war and without warning or justification of any kind, civilians, including vast numbers of women and children are being ruthlessly murdered with bombs from the air. In times of so-called peace, ships are being attacked and sunk by submarines without cause or notice. Nationals are formenting and taking sides in civil warfare in nations that have never done them any harm. Nations claiming freedom for themselves deny it to others. Innocent peoples, innocent nations are being cruelly sacrificed to a greed for power and supremacy which is devoid of all sense of justice and human considerations...." --FDR, Address at Chicago, Illinois, October 5, 1937.

## 6. FDR: INTERNATIONAL LEADER

### FDR: Commander-in-Chief/Yalta/International Morality

FDR assumed the role of an international leader during World War II. His political, military and moral leadership gave strength to the Allied cause. He articulated the reasons the war was being waged in terms of the rights of people in a free world should have. He sought to insure that when peace was won, the world would be able to keep that peace through a new international organization, the United Nations. Roosevelt met with Allied leaders, British Prime Minister, Winston Churchill and Soviet Premier, Joseph Stalin at major war conferences to discuss the conduct of the war and the terms of peace. Images such as Roosevelt portrayed as Commander-in-Chief, and as an Allied leader with Churchill and Stalin at the Crimean Conference at Yalta will represent this aspect of FDR's Presidency. Quotations which speak to the issues of human rights, international morality and the search for world peace will further represent FDR's philosophy and actions.

"In the future days, which we seek to make secure, we look forward to a world founded upon four essential human freedoms.

The first is freedom of speech and expression--everywhere in the world.

The second is freedom of every person to worship God in his own way--everywhere in the world.

The third is freedom from want--which, translated into world terms, means economic understandings which will secure to every nation a healthy peacetime life for its inhabitants--everywhere in the world.

The fourth is freedom from fear--which, translated into world terms, means a world-wide reduction of armaments to such a point and in such a thorough fashion that no nation will be in a position to commit an act of physical aggression against any neighbor--anywhere in the world."--FDR, Message to 77th Congress, January 6, 1941.

"We cannot escape our collective responsibility for the kind of life that is going to emerge from the ordeal through which the world is passing today. We cannot be an island. We may discharge that responsibility unwisely but we cannot escape the consequences of our choice."--FDR, Radio Address, March 8, 1941.

"We seek peace--enduring peace. More than an end to war, we want an end to the beginning of all wars--yes, an end to this brutal, inhuman and thoroughly impractical method of settling differences between governments....

Today science has brought all the different quarters of the globe so close together that it is impossible to isolate them one from another.

Today we are faced with the preeminent fact that, if civilization is to survive, we must cultivate the science of human relationships--the ability of all peoples of all kinds to live together and work together in the same world, at peace....

Today as we move against the terrible scourge of war--as we go forward toward the greatest contribution that any generation of human beings can make in this world--the contribution of lasting peace, I ask you to keep the faith...And to you, and to all Americans who dedicate themselves with us to the making of an abiding peace, I say:

The only limit to our realization tomorrow will be our doubts of today. Let us move forward with strong and active faith."--FDR, Jefferson Day Speech. April 13, 1945 (undelivered).

## 7. ELEGY

### Funeral Cortège

Franklin Delano Roosevelt died on April 12, 1945 in Warm Springs, Georgia where he was resting and preparing for the first general conference of the United Nations. The nation still at war, but already assured of victory, mourned the loss of its leader, friend, defender and spirit with a personal outpouring of feeling that touched everyone, long-time critics as well as supporters. This tribute from the American public will be presented in sculptural imagery such as a tableau of the funeral cortège witnessed by hundreds of thousands of the American people.

APPENDIX II  
INTERPRETIVE CENTER

## INTERPRETIVE CENTER

The Interpretive Center will contain three different interpretive sections: a photo/exhibit area for visual interpretation, a listening room for audio interpretation and a film theater for motion pictures. Each of these three areas has been designed to make use of a particular media resource available on FDR. The interpretive concept is to use each of the media contemporary to FDR's day to communicate more about FDR's life and times to the visitor through the voice, photographs and motion pictures of the man himself. None of the three distinct uses of media will attempt to tell the definitive story of President Roosevelt, but rather each will focus on a unique aspect of the FDR legacy. In this way, the areas of the Interpretive Center will not duplicate one another in medium, content or tone.

### VISUAL INTERPRETATION

A photo exhibit area is located adjacent to the information desk area near the main entrance of the Interpretive Center. One thousand seven hundred square feet in size, the exhibit area can adequately accommodate groups of visitors on a continuous walk-through basis. In addition to visitors who specifically seek out this area, visitors who have limited time to spend in the Interpretive Center will be best served by this area in which they can set their own pace.

The exhibit space is proposed as a quiet walk-through display area depicting a chronology of events in FDR's life. Because the other areas of the Memorial such as the Memorial Garden and the film will be filled with expressive images and concepts about the life and times of FDR, this exhibit is envisioned as the historic chronology to help give a context for these images and concepts.

The exhibit itself should be primarily a visual experience which can make use of the excellent black and white photo documentation of FDR that is available from The Franklin Delano Roosevelt Library, Hyde Park, New York; the National Archives; Library of Congress and a number of news service photo archives. Exhibit text should be straight forward and descriptive, but as brief as possible. Because other areas of the Memorial will be rich with quotes by FDR, it might be best to avoid using them in this area. The central focus should be on the visual image. Elements of the chronology to be represented through photographs could include many of the following points:

#### Youth -- 1882-1909

- o Born January 30, 1882 in Hyde Park, N.Y.
- o Receives B.A. from Harvard in 1903
- o Enters Columbia Law School in 1904
- o Marries Anna Eleanor Roosevelt in 1905
- o Admitted to law bar in 1907

#### New York Legislator -- 1910-1912

- o Elected to New York State Senate in 1910
- o Supports Wilson for Presidency
- o Re-elected to State Senate in 1912

#### Assistant Secretary of Navy -- 1913-1919

- o Appointed Assistant Secretary of Navy in 1913
- o FDR inspects naval forces in Europe and tours the Allied front in 1918
- o Attends peace conference at Versailles with Wilson in 1919

#### Vice Presidential Nomination/Law Practice--1920

- o Nominated for Vice President along with James M. Cox of Ohio for President
- o Warren Harding and Calvin Coolidge win election of 1920

#### Polio/Recovery/Warm Springs, Georgia -- 1921-1928

- o Stricken with polio in 1921 at Campobello, New Brunswick, Canada
- o Buys Warm Springs, Georgia, as a center for polio therapy in 1922-works there for his own recovery

#### New York Governor: First Term -- 1928-1930

- o Wins gubernatorial race in N.Y. by 25,000 votes in 1928/FDR has placed Al Smith's name in nomination for Presidency, but Smith loses
- o Begins social/relief programs in state after crash in 1929

#### New York Governor: Second Term/Presidency -- 1930-1932

- o Re-elected to second term of governor with largest plurality registered until that time in 1930
- o Nominated as Democratic candidate for President in 1932 against Hoover
- o Elected 32nd President in landslide victory/carries all but six states/John Nance Gardner is Vice President.

#### President/New Deal -- 1933

- o Escapes assassin's bullet in Miami
- o Inaugurated as President
- o Declares four-day bank holiday
- o Calls Congress into special session and asks for New Deal legislation
- o Asks Congress to permit resumption of legal brewing (leading to repeal of Eighteenth Amendment)
- o Agricultural Adjustment Act is passed
- o Civilian Conservation Corps is passed
- o The Tennessee Valley Authority is created
- o Abandons gold standard by presidential proclamation
- o Federal Emergency Relief Act is passed/Harry Hopkins distributes over \$5 million in relief grants during first two hours in office
- o Signs into law the National Industrial Recovery Act establishing the National Recovery Administration and the Public Works Administration. Appoints General Hugh S. Johnson head of NRA and Harold L. Ickes as head of PWA. The "100 days" end.
- o Establishes National Labor Board

#### President/New Deal -- 1934

- o Establishes Export-Import Bank

#### President/New Deal -- 1935

- o The National Recovery Administration is invalidated by a unanimous decision of the Supreme Court
- o Creates Works Progress Administration, largest work relief agency of New Deal
- o Establishes Resettlement Administration
- o Establishes Rural Electrification Administration
- o Establishes National Resources Committee
- o Establishes National Youth Administration

#### President/New Deal -- 1936

- o Re-elected President against Gov. Alfred M. Landon/carries every state but Maine and Vermont/VP is John N. Garner
- o Attends Inter-American Conference in Buenos Aires/calls for hemisphere solidarity against external aggression

#### President/2nd Term/New Deal -- 1937

- o Unsuccessfully tries to expand Supreme Court
- o Urges quarantine of aggressor nations
- o Expands federal work/relief programs

#### President/2nd Term/New Deal --1938

- o Announces in Fireside Chat his intention to "purge" Congressman opposing New Deal legislation/succeeds in "purging" only one Congressman from New York (John O'Connor) in campaigning effort
- o Asks Congress for increased armament appropriations
- o Signs Wages and Hours Act

#### President/War Approach -- 1939

- o Asks Congress for \$552 million emergency national defense program/manufacture of military material brings the depression to a close
- o Germany invades Poland, and World War II begins
- o Proclaims U.S. neutrality
- o Told by Albert Einstein that atomic bomb is possible/takes steps toward creating Manhattan Project
- o Recommends "cash and carry" export policy of arms

#### President/3rd Term/War Approach -- 1940

- o Wins election for third term as President over Wendell Willkie/Henry Wallace is his Vice President
- o Sends destroyers to Britain in exchange for naval bases
- o Sets up Office of Production Management to send aid to Allies
- o States policy that America must be "Arsenal of Democracy"

#### President/World War II -- 1941

- o Signs the Lend-Lease bill
- o Meets with Churchill on ship off Newfoundland coast to proclaim Atlantic Charter
- o Japan attacks Pearl Harbor and FDR asks Congress for declaration of war against Japan/later, against Germany and Italy
- o Enunciates Four Freedoms
- o Promises U.S. aid to Soviet Union

#### President/World War II - 1942

- o Signs United Nations Declaration
- o Establishes War Production Board
- o Sets up Office of Price Administration
- o Orders relocation of Japanese-Americans
- o Confers with Soviet Foreign Minister to discuss Lend-Lease (Molotov)
- o Confers with Churchill on war strategy in their second wartime conference in Washington

#### President/World War II - 1943

- o Churchill and FDR meet at Casablanca, in newly liberated North Africa, to plan the invasion of Sicily. FDR calls for "unconditional surrender"
- o Mme. Chiang Kai-shek arrives as a White House guest of FDR, seeking greater U.S. aid for China
- o FDR and Churchill issue a joint message to the Italian people urging them to surrender. Nine days later, Mussolini is toppled from power
- o FDR and Churchill meet in Quebec to survey the war in the Pacific
- o FDR, Churchill, and Chiang Kai-shek meet in Cairo to plan defeat of Japan
- o FDR, Churchill, and Stalin meet at Teheran to discuss invasion of Europe. It is FDR's first meeting with Stalin
- o FDR orders Army to take over railroads to prevent strikes

#### President/World War II -1944

- o FDR confers with Gen. DeGaulle in Washington
- o The Allies invade France, the Nazi-held bastion of Europe. D-Day is June 6 on the beaches of Normandy
- o FDR sails from San Diego, to confer with Gen. MacArthur and Admiral Nimitz in Hawaii about Pacific strategy
- o Churchill and FDR meet again at Quebec for a strategy conference
- o FDR is elected to fourth term over Thomas E. Dewey. His Vice President is Harry S Truman

#### President/War/Peace Plans/Death -- 1945

- o Meets Stalin and Churchill at Yalta to confer about postwar plans
- o Stricken by a cerebral hemorrhage at Warm Springs and dies almost immediately/he is sixty-three years old (April 12)
- o FDR is buried at Hyde Park (April 15)

#### AUDIO INTERPRETATION

A small, informal room to listen to Fireside Chats and other speeches made by FDR with seating for approximately 25 adults or 30 school age children, is reached through the photo-exhibit area. This space is intended as a quiet, almost hushed space, with no visual imagery of any kind. Here people can change their focus from the many stimuli of the other areas of the Memorial. Contemporary in design with seating along its gently curved walls, this space may also be used as a small seminar space for school or other special groups. This area is seen as one which will primarily draw visitors with the greatest interest in FDR, and those with more than the average 30 minutes for their visit. Repeat visitors will also be drawn to this area.

Listening to FDR's own words is a powerful interpretive experience. The absence of visuals in this area will allow visitors to creatively develop images in their own minds. Listening is also the method by which most Americans of FDR's day experienced the President. Through radio broadcasts of Presidential speeches, but especially through the evening broadcasts of the informal Fireside Chats--the hallmark of FDR's communication with the public--the American people came to know their President, the major issues of the day and their government's response to those issues.

The regular programming of the audio interpretive area will draw on the media resource of the Fireside Chats to show how FDR communicated with the American people in a unique, direct and informal way. A program of excerpts of Fireside Chats will be developed. Passages for this program will be chosen to show the range of attitudes, styles, concerns, character and wit which FDR conveyed while trying to explain the country's complex problems and the government's proposed solutions. This program will capture FDR's use of simple, direct language and down-to-earth analogies which brought an understanding of government to people throughout the country. The program will also express FDR's desire to view major problems in terms of how they affected individual citizens. Whether trying to reassure a frightened populace that the banks would reopen and would be safe (First Fireside Chat 3/21/33)--or bolstering the confidence of drought-stricken farmers (Fireside Chat on Drought Inspection Trip 9/6/36)--or urging support for aid to American allies facing the threat and actuality of war (Fireside Chat on National Security 12/29/40), FDR spoke to individual people as he delivered his Fireside Chats. Supreme Court Justice Felix Frankfurter responded to FDR's Fireside Chats with this comment:

"Sunday night you again took the nation to school--as I hope you will from time to time, take it into school. With...simplicity and lucidity you are making known to the nation what you are doing. But you are also making the people feel--and nothing is more important in a democracy--that in the true sense of the word it is their government and that their interests and feelings are actively engaged."<sup>5</sup>

The regular audio program will consist of a range of selections of Fireside Chats varying in length and context. It may also include the use of a narrator to introduce and set the context for the Fireside Chats. The following Fireside Chats represent a range of tones, issues and time periods and should be considered for the program. The first two listed should be considered for longer (4-6 minute) selections because in each FDR briefly explains the purpose of the Fireside Chat itself and goes on to clearly discuss an issue of importance. Other shorter (1-2 minute) selections should be drawn from these and other Fireside Chats.

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5. Felix Frankfurter, Presidential Papers of FDR, p. 886.

Fireside Chat on Banking (1st Fireside Chat)--3/21/33  
Fireside Chat on 100 Days (2nd Fireside Chat)--5/7/33  
Fourth Fireside Chat--10/22/33  
Fireside Chat on Drought Inspection Trip--9/6/33  
Fireside Chat on National Security--12/29/40  
Fireside Chat on Entrance to the War--12/12/41  
Fireside Chat on Progress of War--7/28/43

The Fireside Chats will be "broadcast" in the audio interpretation room so that listening to FDR's voice is both a personal and a group experience. The room will be softly lit to help focus attention on the audio experience and encourage a quiet atmosphere. Visitors may choose to enter the audio room and listen to a few lines, a few selections or the entire program depending on their interest and available time. The program will be repeated continuously throughout the day on programmed audio tape and will be available to visitors on a flow-through "discover" basis. The length of the complete program will be determined by its producer.

In addition to the regular program, the Interpretive Center should have a selection of approximately 20 to 30 of FDR's other most important speeches so that special programs could be designed for school or other groups who express an interest in a particular aspect of FDR's presidency. A selection of speeches to be considered for this collection are listed in Section VIII-Appendix.

#### FILM THEATER

FDR's life and times will be brought to life in a film presented in the Interpretive Center's film theater. Drawing from the resources of existing newsreel and other professional and home movies in the collections of the National Archives, FDR Library, Hyde Park, N.Y., and possibly commercial film libraries, a 10-15 minute presentation will be developed as a general introduction to the highlights of FDR's life and Presidency. In addition to the major events of FDR's Presidency, newsreels often covered informal public events, humorous incidents and FDR's travels. Good newsreel footage also exists as out-takes--events not deemed newsworthy in their day, but which are good reflections of FDR's style and manner. An example of such a film clip is a Universal Newsreel out-take of FDR's informal remarks to Bismark, N.D. farmers while on a drought inspection trip: FDR is candid and local people speak and are shown. Reviews of these and other existing film resources should be undertaken prior to further discussions about the film's content.

The film presentation will run continuously throughout the day at approximately 20 minute cycles to allow for entrance and exit of the theater. At times of the low visitation, automated projection could be stopped and the film could be shown upon request. The film theater will seat between 100-200 people including approximately 8 spaces for people in wheelchairs. Entrance to the theater may be controlled through a free ticket system. Visitors would be able to obtain free tickets at the information desk for a showing at a specified time. With light to normal visitation, visitors should be able to get tickets for a showing of their

choice. Visitors might wish to see the next scheduled showing, or they might prefer to get tickets for a showing an hour later, and have refreshments at the cafe, visit the other interpretive areas or bookstore and finish their visit at the Memorial by seeing the film. During the peak hours, a smaller percentage of visitors will be able to be accommodated conveniently in the theater. However, average visitation does not indicate the need for a larger facility and with adequate, time-scheduling ticketing and many pleasant places to relax and wait if one chooses, this should not present a serious problem.

The film theater will have a projection room with 16 mm automated continuous projection which will be controlled at the information desk. The use of elaborate or "exotic" projection equipment is not recommended because it is difficult to maintain and operate. The projection room will also have storage area for films and other equipment. Entrances and exits, protected by light and noise locks, will have automatic doors activated by times pulses on the film being screened. This will help speed visitors' entrance and exit.

The theater will also have lights and sound amplification for a lecturer for special film programs or lectures, which could be scheduled during non-peak hours. Special series of newsreels and other films of the era such as those by Pare' Lorenz produced for the WPA, could supplement the regular film program.

#### BOOKSHOP

A bookshop will be located adjacent to the visitor information center. The shop should contain a good collection of works on FDR and his era. In addition to biographies, collections of FDR's speeches, and histories of the New Deal and World War II, other related publications which could be displayed include:

- o books and plays written under the auspices of the WPA Federal Writer's Project;
- o collections of photographs by Farm Security Administration photographers (Ben Shahn, Dorothea Lange, Walker Evans, and others);
- o accounts by or about other personalities who played major roles in the FDR administration;
- o histories of the 1930's and 40's; and
- o literature (novels, plays and poetry) of particular relevance to the era.

Sound recordings of FDR's speeches are available through governmental and commercial sources. Records or cassette tapes offering selections of FDR's speeches and Fireside Chats should be sold. However, publications should be the major emphasis of the shop. The shop is seen as a way to extend the interpretive experience, and so will not include traditional "souvenir" items.

Because of the excellent quality found in the memorial bookshops operated by the private, non-profit associations such as the Parks and History Association, it is recommended that such a group be selected to operate the FDR Memorial bookshop.

#### SPECIAL PROGRAMS

Many opportunities for special programs exist at the FDR Memorial. By making advance arrangements, organized groups of senior citizens, disabled persons, school groups and others could reserve the audio interpretation area to have special discussions or presentations during their visit to the Memorial. Special lecture or film series could be run in the film theater in the evening during the nonpeak times. Lecture series could include biographers and historians of FDR and the era. Film series could include films of the era including those produced by the WPA, FSA and other government agencies. Collections of newsreels including the semi-documentary "March of Times" covering events of FDR's Presidency could also be shown. A combined lecture/film series on the media in the 1930's and 40's and FDR's use of that media would be another especially relevant topic.

Public information about special program opportunities should be included in mini-brochures for the site and could also be directed to local newspapers, newsletters of potentially interested groups, and area schools, universities and tour group associations. Scheduled events open to the general public should be posted daily at the information area in the Arrival and Interpretive Centers.

APPENDIX III  
COST ESTIMATES -- NATIONAL PARK SERVICE  
HARPERS FERRY CENTER

Cost estimates will be provided when the detail design is more advanced.

It is recommended that the architect provide plans and designs for the arrival and orientation center, including the bookshop and orientation kiosk, and the isometric or oblique view graphic for the brochure and the orientation panels.

The National Park Service, Harpers Ferry Center, would plan and produce the brochure and would produce the orientation panels.

APPENDIX IV  
SELECTED FDR BIBLIOGRAPHY

## SELECTED FDR BIBLIOGRAPHY

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APPENDIX V  
SELECTED SPEECHES BY FDR

## SELECTED SPEECHES BY FDR

The following speeches are a representative selection of those which should be on hand for special programs in the audio interpretation area to supplement the regular program of Fireside Chats.

They are available through:

FDR Library  
Hyde Park, New York 12538  
(914) 229-8114

Center for Cassette Studios  
North Hollywood, California  
(213) 768-5040  
(Available only as complete set of 303 speeches at approximately \$1,000/set)

National Archives  
Audiovisual Archives Division  
Room 20E  
6th and Pennsylvania Avenue, N.W.  
Washington, D.C. 20428

### 1932

July 2 Chicago, IL--Address to the Democratic Convention accepting nomination for President (lengthy excerpts)

### 1933

March 4 Washington, D.C.--First Inaugural Address  
March 12 Washington, D.C.--Fireside Chat #1 on Banking  
May 7 Washington, D.C.--Fireside Chat #2

### 1934

March 5 Washington, D.C.--Message to Congress on First Year of NRA  
Sept. 30 Washington, D.C.--Fireside Chat #6 (complete)

### 1935

April 28 Washington, D.C.--Fireside Chat #7  
Aug. 24 Washington, D.C.--Radio Address to Young Democratic Club  
Nov. 29 Atlanta, Ga.--"Progress means not only sound business but sound improvement in American life."

### 1936

Jan. 3 Washington, D.C.--State of the Union Address  
June 27 Philadelphia, PA--Address accepting the renomination for Presidency

July 3 Shenandoah National Park, VA--Dedication Address  
Aug. 14 Chautauqua, NY--Chautauqua Address  
Oct. 1 Pittsburgh, PA--Political Address from Forbes Field  
Nov. 7 Washington, D.C.--Radio greeting to 21 American nations meeting in Buenos Aires (Good Neighbor)

1937

Jan. 20 Washington, D.C.--2nd Inaugural Address  
Mar. 9 Washington, D.C.--Fireside Chat #9

1938

June 2 Annapolis, MD--Address to graduating class at U.S. Naval Academy  
Nov. 4 Hyde Park, NY--Radio Address dedicating Will Rogers Memorial in Claremore, OK  
Dec. 15 Washington, D.C.--Ground breaking ceremonies for Thomas Jefferson Memorial

1939

Jan. 7 Washington, D.C.--Jackson Day Dinner Address  
May 10 Washington, D.C.--Remarks on Dedication of Museum of Modern Art

1940

Jan. 3 Washington, D.C.--State of the Union Address  
June 10 University of Virginia--Address to graduating class  
Sept. 27- White House--Conference in President's office re: Negroes in armed forces  
Nov. 2 Cleveland, OH--Last campaign address of 1940 race "I see an America..."

1941

Jan. 6 Washington, D.C.--State of the Union Address (Four Freedoms Speech)  
Jan. 20 Washington, D.C.--Third Inaugural Address  
Apr. 30 Washington, D.C.--Radio Address on President's purchases of first defense Savings Bonds and Savings Stamp  
Sept. 1 Washington, D.C.--Labor Day Address: "We shall do everything in our power..."

1942

Feb. 23 Washington, D.C.--Fireside Chat #20  
Sept. 7 Washington, D.C.--Fireside Chat #22--Cost of Living and Progress of War  
Nov. 7 Washington, D.C.--Radio Broadcast to French on North African invasion

1943

Dec. 24 Hyde Park, NY--Fireside Chat #27

1944

June 6 Washington, D.C.--President's D-Day Prayer

July 10 Washington, D.C.--Address to Democratic National Convention accepting Nomination for 4th Term

Sept. 23 Washington, D.C.--Opening 1944 Campaign, The Teamster's Union Address (Fala Speech)

Oct. 21 New York City--Waldorf Astoria--Address before Foreign Policy Association Dinner "Peace like war..."

Nov. 2 Washington, D.C.--Campaign radio speech from White House "The world is rising..."

Nov. 6 Hyde Park, NY--Radio address on Election Eve. "Our task now is to face..."

1945

Jan. 20 Washington, D.C.--4th Inaugural Address "We have learned..."

Mar. 1 Washington, D.C.--Report to Congress on Crimea Conference

Apr. 13 Washington, D.C.--Warm Springs, GA (Undelivered Address prepared for Jefferson Day, read by FDR, Jr.)