ARTIFACT CAPTIONS

100 Days Artifact01

Sketch for the National Recovery Administration (NRA) symbol
Charles T. Coiner
1933
Franklin D. Roosevelt Library and Museum

The National Recovery Administration (NRA) was the most visible of the many agencies created during FDR's First 100 Days. Its distinctive blue eagle logo with the slogan "We Do Our Part!" was reproduced on everything from posters and buttons to clothing and medals.

This drawing is believed to be the original sketch for the National Recovery Administration's (NRA) blue eagle. The idea for the symbol came from NRA administrator Hugh Johnson, who based it on a Native American ideograph. The design was perfected by Charles Coiner of the N.W. Ayres Company, an advertising agency in New York City.

Gift of the Harry S. Truman Presidential Library and Museum

100 Days Artifact 02

Legalized beer commemorative glass
1933
Franklin D. Roosevelt Library and Museum

Prohibition was a major issue during the 1932 campaign, with the Republicans supporting it and the Democrats pledged to repeal it. During FDR's First 100 Days, while the 21st Amendment to the Constitution (designed to end Prohibition) was undergoing ratification by the states, Roosevelt acted to ease Prohibition by passing the Beer-Wine Revenue Act. It legalized the manufacture and sale of beer and wine that contained no more than 3.2 percent alcohol by weight.

This glass commemorated the legalization of 3.2 percent beer. It features the Democratic donkey and the Republican elephant.

Gift of the Franklin and Eleanor Roosevelt Institute (FERI)

100Days Artifact03

Lead bullet in silver case
Franklin D. Roosevelt Library and Museum

On February 15, 1933, an assassin nearly killed President-elect Franklin Roosevelt. The attack took place at Miami's Bayfront Park. FDR had traveled to the park to address a crowd of supporters from the back seat of an open car. Moments after Roosevelt completed his speech, an unemployed bricklayer named Guiseppe Zangara fired five bullets at him from close range. Though a bystander deflected Zangara's hand, he wounded four people and fatally shot Chicago Mayor Anton Cermak, who was standing beside Roosevelt's car.

One of the bullets fired at FDR struck William Sinnott, a detective guarding the president-elect during his visit to Miami. Sinnott later placed the bullet in an engraved silver box mounted on a blue velvet and donated to the Roosevelt Library.

Gift of William Sinnott

100 Days Artifact04

Pince-nez spectacles with case

FDR wore these distinctive pince-nez spectacles on Inauguration Day. A small plaque was later affixed to the case for the spectacles to indicate they were used on March 4, 1933.

On loan from Henry Morgenthau III

100 Days Artifact05

Franklin D. Roosevelt inauguration button
1933
Franklin D. Roosevelt Library and Museum

This red, white and blue button with metal backing and pin was produced to commemorate the 1933 Inauguration ceremony.

Gift of Helene Harris

100 Days Artifact06

Roosevelt Garner campaign license plate
1932
Franklin D. Roosevelt Library and Museum

Prohibition repeal was a major plank in the Democratic Party's 1932 platform. It was promoted in presidential campaign buttons and paraphernalia like this license plate, which features portraits of Presidential candidate Franklin Roosevelt and his running mate John Nance Garner flanking a stein of beer.

Gift of the Roosevelt Estate

100 Days Artifact07

Franklin D. Roosevelt jigsaw puzzle
1933
Franklin D. Roosevelt Library and Museum

America experienced a mania for jigsaw puzzles during the Great Depression. The craze peaked in early 1933, when sales reached an astounding ten million per week. Cheap and accessible to people of all ages and backgrounds, jigsaw puzzles offered a welcome distraction from troubled times. Home amusements like these were an inexpensive family pastime.

Depression-era jigsaw puzzles cover a wide range of subjects, including political figures like FDR. This 1933 puzzle celebrated the newly inaugurated president.

Gift of the Roosevelt Estate

100 Days Artifact08

Radio microphone
Early 1930s
Franklin D. Roosevelt Library and Museum

FDR used this RCA model 4-A-1 carbon condenser microphone to deliver some of his famous Fireside Chats from the White House. A 30-inch length of flexible connecting cable is attached to the microphone. Roosevelt delivered the first of his Fireside Chats just one week after he took office.

Gift of the Franklin and Eleanor Roosevelt Institute

100 Days Artifact 09

Ceramic beer pitcher
1932
Franklin D. Roosevelt Library and Museum

The Stangl Pottery company produced this ceramic beer pitcher during the 1932 presidential campaign. It features a jaunty depiction of FDR and the words “Happy Days Are Here Again,” the title of FDR’s 1932 campaign song. The pitcher was part of a beer serving set that included mugs with caricatures of other major figures in the Democratic Party. It was widely anticipated in 1932 that a Democratic administration would bring a swift end to Prohibition.

Gift of Helene Harris