

## Brochures:

### Example 1) FDR Library Brochure

#### THE MUSEUM

As he planned his presidential library, FDR took care to include space for a museum to display his many personal treasures. An avid collector, the President had spent a lifetime gathering extensive collections ranging from stamps and coins to rare books and ship models.

When the FDR Museum opened on June 30, 1941, it featured elaborate displays of these collections and the many gifts the Roosevelts had received from governments and individuals.

Today, the Museum continues to display items from the President's personal collections. But there are also extensive state of the art exhibits where visitors can experience the lives and times of Franklin and Eleanor Roosevelt.

After a privileged childhood on the banks of the Hudson River, FDR entered politics only to endure illness and a lifetime of paralysis after a heroic battle with polio. As President, he led America out of the greatest economic depression in its history and guided the Allied Powers to victory in World War II.

Eleanor Roosevelt improved the lives of millions as a reformer, teacher, journalist, political activist, First Lady, advocate for the underprivileged, and, as delegate to the United Nations, champion for the Universal Declaration of Human Rights. Today, the woman known as the "First Lady of the World" continues to inspire new generations.

Experience the powerful story of these two extraordinary individuals in the Museum's permanent exhibits. Rare documents and fascinating artifacts bring you face to face with history. Immersive audiovisual programs and interactive displays take visitors vividly into the past. A special "Behind the Scenes" area gives a look inside museum and archives storage rooms to see even more of the Library's collection. And the Museum's special exhibitions gallery offers changing exhibits on a regular basis. Repeat visitors will always find something new to see.





**Reference Requests:**  
**Example 1) Family Books**



Robert Clark <robert.clark@nara.gov>

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**FDR Library Inquiry**

1 message

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Robert Clark <robert.clark@nara.gov>

Thu, Nov 7, 2013 at 3:49 PM

To: [REDACTED]

Dear Ms. [REDACTED]

This is in response to your recent inquiry to the Franklin D. Roosevelt Presidential Library.

Two of the Roosevelt sons, James and Elliott, both wrote books about their parents from a personal point of view. Often their views differed. Here is a list of titles:

Elliott Roosevelt with James Brough, *An Untold Story: The Roosevelts of Hyde Park* (Puntam, 1973).

Elliott Roosevelt with James Brough, *A Rendezvous with History: The Roosevelts of the White House* (Putnam, 1975).

James Roosevelt, *Affectionately, FDR* (Harcourt, Brace, 1959).

James Roosevelt, *My Parents: A Differing View* (Playboy Press, 1976).

I hope this information is helpful.

Regards, Bob Clark

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**Reference Requests:**  
**Example 2) WWII Poem**



## **Museum Text:**

### ***Example 1) Economics***

*[The challenge with the following text was to introduce key contextual information about the American economy of the 1930s in a clear, succinct, and accessible manner. It needed to compress complex data and present it in terms that a visitor with no special knowledge of economics could easily grasp and appreciate.]*

### **The “Roosevelt Recession”**

In 1937, FDR made a fateful decision about Federal spending.

Though unemployment remained very high, it had declined steadily during his first term. By the fall of 1937 it stood at 14 percent. FDR believed the economy had turned a corner and Federal stimulus spending was no longer needed. A fiscal conservative at heart, he supported deficit spending only as an emergency measure. Now, he believed the emergency was receding.

In September, he announced major spending cuts aimed at balancing the Federal budget. Fearing inflation, he also supported action by the Federal Reserve to tighten credit.

The results were disastrous. As spending fell and interest rates rose, economic activity dropped steeply. By March 1938 unemployment had jumped back up to 19 percent. FDR’s critics called it the “Roosevelt Recession.”

## **Museum Text:**

### ***Example 2) First Lady***

*[The challenge with the third text was to introduce Eleanor Roosevelt into the narrative of FDR's first term. This text had to reveal the surprising (for most visitors) fact that Mrs. Roosevelt dreaded becoming First Lady and then succinctly recount the ways in which she began redefining (and revolutionizing) the traditional role of America's First Lady.]*

### **A New Kind of First Lady**

Eleanor Roosevelt dreaded becoming First Lady.

A writer, teacher, social reformer, and political activist, she relished her hard-won freedom and financial independence. Though happy for her husband's success, she now faced the prospect of a life confined to the traditional social duties of the "President's Wife." At FDR's insistence, Eleanor resigned all of her professional positions. She came to Washington with no defined role other than White House hostess.

Yet ER soon began showing FDR how her energy and interests could help him achieve his goals. Instead of conforming to the accepted role of First Lady, she redefined it. She began holding press conferences on political matters for female reporters. She made fact-finding trips—logging 40,000 miles in three months. She asked Americans to write to her with their concerns. Within months, she received 300,000 letters. ER's actions served notice that she was a new kind of First Lady.