



Garland LANDMARK SOCIETY

EST. 1972

GarlandHistorical.org



MEMBERSHIP RATES: \$20 INDIVIDUAL/COUPLE \$100 CORPORATE

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

HOME PHONE _____ CELL PHONE _____

EMAIL _____

ENCLOSE PAYMENT WITH THIS CARD AND MAIL TO:

GARLAND LANDMARK SOCIETY

PO BOX 462232, GARLAND, TX 75046



The Landmark Museum and the Pullman Railcar are operated by the Garland Landmark Society, a non-profit and volunteer organization.

Open Every Saturday
10 a.m. to 2 p.m.

Weekday tours available on request

Heritage@garlandtx.gov

972-205-2992

FREE Admission

Donations are encouraged

Share Your History

If you're a Landmark Society Member or friend—and you must be if you are reading this—you have history in your head that we would like to share with other members. These memories might be of incidents, of places or people, your own relatives or others—teachers, merchants, religious leaders, farmers—all those who played a part in the daily life of the community. These stories, when written with corresponding letters or photographs, combine to represent the tapestry of Garland's past from which we can all learn. We encourage you to write your memories of Garland's history and send them, along with supporting pictures, letters or newspaper articles, to us for possible use in the On Track newsletter.

Send your stories to:

Heritage@GarlandTX.gov

ON TRACK

VOLUME 16 NO. 3

GARLAND LANDMARK SOCIETY NEWSLETTER

July Aug Sept 2019

Roosevelt's NRA

The same day in 1933 that Will Roach and his son Haskell opened their feed and grocery operation on Garland's Bankhead Highway, President Franklin D. Roosevelt inked legislation that created his NRA.

FDR's National Recovery Administration (NRA) was the administrative agency established by the National Industrial Recovery Act (NIRA). It numbered among measures passed in the New Deal's first 100 days. That act attempted to counter what it called the "national emergency" that had resulted in "widespread unemployment and disorganization of industry." A simpler term was Depression.

So critical were these goals during the mid-1930s that NRA was more often read as the National Recovery Act than the National Rifle Association, then little known.

A unique experiment in central planning, the NRA encouraged alliances within industries. Antitrust laws were suspended, and companies were required to draft industry-wide "codes of fair competition." Eventually,



Roach Feed and Grocer Co., also known initially as W. H. Roach & Son, constructed this building on rented portion of Santa Fe right-of-way. During construction, President Roosevelt had declared a "bank holiday," during which Garland's only bank had been closed with others throughout the country for examination. Though examiners found the bank solvent after a few days, a quarter of the national workforce remained unemployed. *Garland Landmark Society Archives*

Garland Landmark Society

GarlandHistorical.org

PO Box 462232
Garland, Texas 75046

PRESIDENT
Mike Hayslip
Hayslip@onlinetoday.com

VICE PRESIDENT
Museum Affairs
John Swanson
JLSwany@hotmail.com

VICE PRESIDENT
Membership
Sara James
Jamesjd1@verizon.net

SECRETARY
Carlotta Barnes
CarlottaBarnes@icloud.com

TREASURER
Janice Black
JaniceFayeBlack@gmail.com

CURATOR
Larry Kriv
Laurence.Kriv@gmail.com

DIRECTORS
Jim Barnes
Bob Compton
Bill Dickson
Jay Jones
Kim Nurmi

more than 540 such codes effectively fixed prices and wages, set production quotas and restricted entry of additional companies into each alliance.

To spread available work the president was empowered to regulate working standards and guarantee collective bargaining for trade unions. Also covered was price regulation for certain petroleum products, as well as their transportation.

Most Texans of the time lived on small farms. Industrial concerns hardly mattered, and union acquaintances worked on railroads. When the stock market crashed in 1929, Texas cotton crops had been harvested and sold for a decent price. But by 1932, Texans were listening to FDR's plans for recovery.



Franklin Delano Roosevelt, often referred to by the initials FDR, was America's 32nd president, serving from 1933 until his death in 1945. The National Recovery Act (NRA) became part of his administration's New Deal, a variety of legislation purporting to provide relief, recovery and reform during the Great Depression.

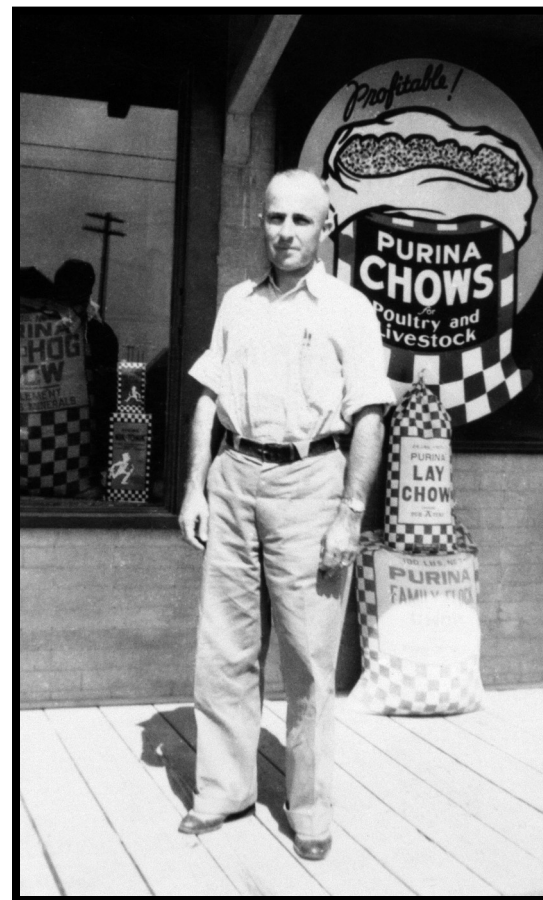


Patriotic appeals urged firms and the public to display the NRA's blue eagle with the motto "we do our part."

Eighty-six percent of Texans voted for his Democratic ticket, which included U. S. House Speaker John Nance 'Cactus Jack' Garner of Uvalde for Vice President.

Powerful Democratic officials with local ties included House Judiciary Committee Chairman Hatton W. Sumners, who had matured in Garland and represented the area's fifth Congressional District. Chairing the House Committee on Agriculture was Amarillo Congressman Marvin Jones, a grandson of Garland pioneers in the old Duck Creek community.

Though the NRA portion of the act was applauded at passage, critics nationwide soon noted that the codes often promoted monopoly, limited production, raised prices and generally made matters worse. Codes for particular businesses frequently conflicted, so that employers had to pay workers different rates at different times in the day.

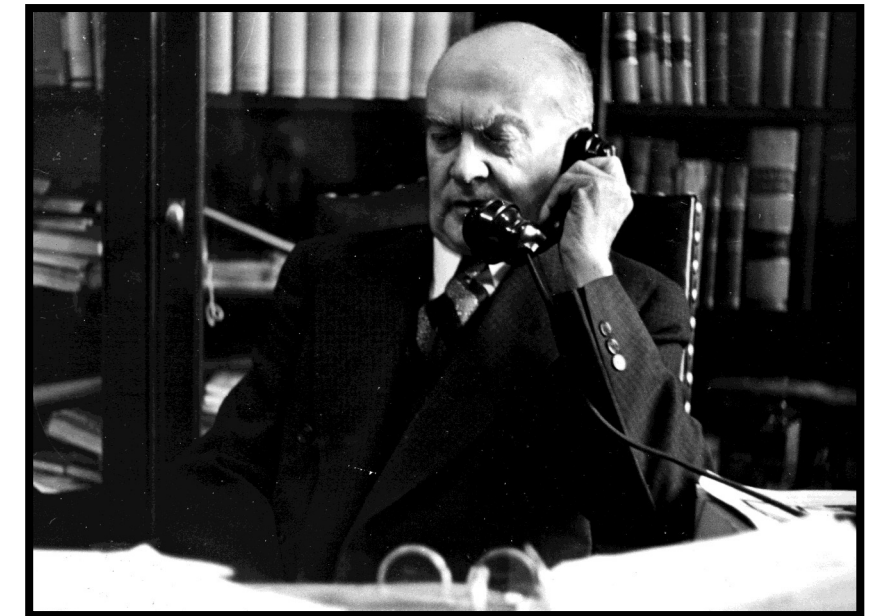


Haskell Roach on the front dock of Roach Feed and Grocer Co., which opened in 1933, the same year the New Deal's National Recovery Act (NRA) was created. The NRA was struck down by the U.S. Supreme Court in 1935.

Garland Landmark Society Archives

In May of 1935, the U. S. Supreme Court struck down the NRA on grounds that the NIRA had unconstitutionally delegated legislative powers to the executive. Styled A.L.A. Schechter Poultry Corp. vs. United States, the cause became widely known as "the sick chicken case." Consequently, the Roaches were likely relieved to remove the NRA decal from the window of their feed store, which celebrated its 85th birthday in 2018.

Michael R. Hayslip



Congressman Hatton W. Sumners, 5th District, Texas, shown on office phone. Sumners chaired the House Judiciary Committee, which was scheduled to discuss President Roosevelt's proposal for six additional supreme court justices the week this 2-8-37 press photo was released. Opponents referred to this scheme as "packing" the court.

Garland Landmark Society Archives

Garland In Space

A new exhibit at the Garland Landmark Museum

June 22–August 24 Saturdays 10 a.m.-2 p.m.

Learn about the Garland industries whose scientists, engineers and production workers contributed to the historic Apollo 11 mission and other missions since.

GarlandHeritage.com

393 N. Sixth St.

Garland Historical.org

