The New Deal in East Tennessee

Grade Level: 5th & 11th Grade

Standards/Unit:

5th Grade
Unit 4: The Great Depression and World War II (1929-1945)

Local I.D. #: 5.4.03: Explain how the New Deal addressed social and economic programs caused by the Great Depression (i.e. Social security, FDIC, CCC, WPA, PWA.)

Local I.D. #5.4.04: Analyze the impact of TVA on the Tennessee valley (i.e. loss of land, flood control, electric power.)

11th Grade
Unit 3: Roaring Twenties through the Great Depression

Local I.D. #3.02: Identify New Deal Programs/Initiatives (i.e. Social Security, WPA, TVA, Indian Reorganization Act, FDIC, CCC, Wagner/Fair Labor Standards’ Act).

Lesson Time: One class period

Objective/Purpose: Students will understand the local historic significance of the New Deal in Knoxville and the surrounding area and be able to locate historic structures and places that were associated with the New Deal in East Tennessee.

Materials: PowerPoint

Strategies/Procedures: Teachers will present the PowerPoint and then engage the students in a discussion using the following question(s). If time allows you may use one question or all.

1. Describe the objectives of the Civilian Conservation Corps (CCC) and how it impacted the Smoky Mountains.

2. If you were a CCC worker assigned to work in the Smoky Mountains what job assignment would you like and why?
3. What two buildings were used as the first headquarters for TVA and why do you think downtown Knoxville selected as the headquarters for the TVA?

4. What was the first major project for the Tennessee Valley Authority?

**Activities:** if time permits teachers can assign in-class enrichment projects for extra credit.

1. You are a TVA town planner for the new town of Norris, Tennessee. Design the town—what would you include? What wouldn’t you include?

2. Make a timeline of a typical CCC workday in the Smoky Mountains. Explain how it differs from your daily school day? How is it the same?

**Assessment/Evaluation:** The teacher will evaluate the student’s discussion and level of interest and participation.
The New Deal in East Tennessee
Teacher Resource Guide

The New Deal

The New Deal was a series of economic programs implemented in the United States between 1933 and 1936. They were passed by the U.S. Congress during the first term of President Franklin D. Roosevelt. The programs were in responses to the Great Depression, and focused on what historians call the “3 Rs”: relief, recovery, and reform. That is, Relief for the unemployed and poor; Recovery of the economy to normal levels; and Reform of the financial system to prevent a repeat depression.

Historians distinguish a "First New Deal" (1933) and a "Second New Deal" (1934–36). Some programs were declared unconstitutional, and others were repealed during World War II. The "First New Deal" (1933) dealt with groups; from banking and railroads to industry and farming, all of which demanded help for economic recovery. A "Second New Deal" (1934-36) included the Wagner Act to promote labor unions, the Works Progress Administration (WPA) relief program, the Social Security Act, and new programs to aid tenant farmers and migrant workers. The final major items of New Deal legislation were the creation of the United States Housing Authority and Farm Security Administration, both in 1937, then the Fair Labor Standards Act of 1938, which set maximum hours and minimum wages for most categories of workers and the Agricultural Adjustment Act of 1938.

Taken from: http://en.wikipedia.org/wiki/New_Deal

Civilian Conservation Corps (CCC)

The CCC was a public work relief program that operated from 1933 until 1942 in the United States. A part of the New Deal of President Franklin D. Roosevelt, it provided unskilled manual labor jobs related to the conservation and development of natural resources in rural lands owned by federal, state and local governments. Maximum enrollment at any one time was 300,000; in nine years 2.5 million young men participated. Reserve officers from the U.S. Army were in charge of the camps, but there was no military training or uniforms.

The American public made the CCC the most popular of all the New Deal programs. Principal benefits of an individual’s enrollment in the CCC included improved physical condition, heightened morale, and increased employability. Of their pay of $30 a month, $25 went to their parents. Implicitly, the CCC also led to a greater public awareness and appreciation of the outdoors and the nation’s natural resources; and the continued need for a carefully planned, comprehensive national program for the protection and development of natural resources.

During the time of the CCC, volunteers planted nearly three billion trees to help reforest America, constructed more than 800 parks nationwide and upgraded most state parks, updated forest fire fighting methods, and built a network of service buildings and public roadways in remote areas.

Despite its popular support, the CCC was never a permanent agency. It depended on emergency and temporary Congressional legislation for its existence. By 1942, with the war industries booming and the draft in operation, need declined and Congress voted to close the program.
The typical CCC enrollee was a U.S. citizen, unmarried, unemployed male, 18–25 years of age. Normally his family was on local relief. Each enrollee volunteered and, upon passing a physical exam and/or a period of conditioning, was required to serve a minimum six month period with the option to serve as many as four periods, or up to two years if employment outside the Corps was not possible. Enrollees worked 40 hours a week over five days, sometimes including Saturdays if poor weather dictated. In return they received $30 a month with a compulsory allotment $22–25 sent to a family dependent, as well as food, clothing and medical care.

Each CCC camp was located in the area of particular conservation work to be performed, and organized around a complement of up to 200 civilian enrollees in a designated numbered "company" unit. The CCC camp was a temporary community in itself, structured to have barracks (initially Army tents) for 50 enrollees each, officer/technical staff quarters, medical dispensary, mess hall, recreation hall, educational building, lavatory and showers, technical/administrative offices, tool room/blacksmith shop and motor pool garages. The company organization of each camp had a dual-authority supervisory staff: firstly, Department of War personnel or Reserve officers (until 1 July 1939), a "company commander" and junior officer, who were responsible for overall camp operation, logistics, education and training; and secondly, ten to fourteen technical service civilians, including a camp "superintendent" and "foreman," employed by either the Departments of Interior or Agriculture, responsible for the particular field work. Also included in camp operation were several non-technical supervisor LEMs, who provided knowledge of the work at hand, "lay of the land" and paternal guidance for inexperienced enrollees. Enrollees were organized into work detail units called "sections" of 25 men each, according to the barracks they resided in. Each section had an enrollee "senior leader" and "assistant leader" who were accountable for the men at work and in the barracks.

The CCC performed 300 possible types of work projects within ten approved general classifications:

1. Structural Improvements: bridges, fire lookout towers, service buildings;
2. Transportation: truck trails, minor roads, foot trails and airport landing fields;
3. Erosion Control: check dams, terracing and vegetable covering;
4. Flood Control: irrigation, drainage, dams, ditching, channel work;
5. Forest Culture: planting trees and shrubs, timber stand improvement, seed collection, nursery work;
6. Forest Protection: fire prevention, fire pre-suppression, fire fighting, insect and disease control;
7. Landscape and Recreation: public camp and picnic ground development, lake and pond site clearing and development;
8. Range: stock driveways, elimination of predatory animals;
9. Wildlife: stream improvement, fish stocking, food and cover planting;
10. Miscellaneous: emergency work, surveys, mosquito control

Although the CCC was probably the most popular New Deal program, it never became a permanent agency. The program had been reduced in operations as the Depression waned and employment opportunities improved. Fewer eligible young men were available after conscription commenced in 1940. Following the attack on Pearl Harbor in December 1941 all federal programs were revised to emphasize the war effort. Most CCC work, except for wild land firefighting, was shifted onto U.S. military bases to help with construction. The CCC disbanded one year earlier than planned, as the 77th United States Congress ceased funding, causing it to conclude operations formally at the end of the federal fiscal year on June 30, 1942. The end of the CCC program and closing of the camps involved arrangements to leave the incomplete work
projects in the best possible state, the separation of about 1,800 appointed employees, the transfer of CCC property to the War and Navy Departments and other agencies, and the preparation of final accountability records. Liquidation of the CCC was ordered by Congress by the Labor-Federal Security Appropriation Act on July 2, 1942; and virtually completed on June 30, 1943. Liquidation appropriations for the CCC continued through April 20, 1948.


**Tennessee Valley Authority (TVA)**

TVA is a federally owned corporation in the United States created by congressional charter in May 1933 to provide navigation, flood control, electricity generation, fertilizer manufacturing, and economic development in the Tennessee Valley, a region particularly affected by the Great Depression. The enterprise was a result of the efforts of Senator George W. Norris of Nebraska. TVA was envisioned not only as a provider, but also as a regional economic development agency that would use federal experts and electricity to rapidly modernize the region's economy and society.

TVA's service area covers most of Tennessee, parts of Alabama, Mississippi, and Kentucky, and small slices of Georgia, North Carolina, and Virginia. It was the first large regional planning agency of the federal government and remains the largest today.

President Franklin D. Roosevelt signed the Tennessee Valley Authority Act, creating TVA on May 18, 1933.

Today, TVA is the nation's largest public power company, providing electric power to over nine million customers in the Tennessee Valley. It acts primarily as an electric power wholesaler, selling to 156 retail power distributors and 56 directly served industrial or government customers. Power comes from dams providing hydroelectric power, fossil fuel plants, nuclear power plants, combustion turbines, wind turbines and solar panels.

Taken from: [http://en.wikipedia.org/wiki/Tennessee_Valley_Authority](http://en.wikipedia.org/wiki/Tennessee_Valley_Authority)

**The New Sprankle Building – 508 Union Avenue**

The New Sprankle Building was built by Knoxville developer Benjamin Sprankle in 1927, in the Commercial Vernacular style. When TVA was formed in 1933 they used this building as the main headquarters during their most famous period. By late 1933, TVA occupied 106 offices on four floors. A significant addition to the building was made in the late 1960s. The building was renovated as residential apartments in early 1990s, and its name was changed to The Pembroke.

**The Daylight Building – 505 Union Avenue**

The Daylight Building was completed in 1927. Built by Benjamin H. Sprankle, an influential Knoxville real estate developer, it joined a two-block area on Union Avenue that comprised Sprankle's real estate empire for over fifty years. Initially, the Daylight housed retail space on the ground floor and offices on the second floor, including the studio of Robin Thompson, a prominent local photographer. By 1934, the Daylight was primarily occupied by the offices of the newly formed Tennessee Valley Authority.
From the Daylight Building came the oversight and design for many of the dams and power plants constructed by TVA, as well as their land reclamation efforts, all of which changed the face of the Tennessee Valley region. It is the most physically intact building representing the early, formative years of TVA. The building housed TVA’s Adult Training Education program, the Soil Erosion and Reforestation office, much of the Engineering Staff, and some internal services, until the current TVA tower complex was finished in the early 1980s.

**Norris, Tennessee**

The town of Norris, Tennessee was built as a model planned community by the Tennessee Valley Authority (TVA) in 1933 to house workers building Norris Dam. It is named in honor of Nebraska Senator George W. Norris, a long-term supporter of TVA.

The city design was developed by TVA staff, which loosely based their design on the English garden city movement of the 1890s. Winding roads followed the contour of the terrain. Houses did not always face the street. A central common green and a belt of rural land around the town were reserved for use by residents. The houses, which were some of the first all-electric homes in the area, were built using local wood and stone, according to twelve basic house designs that each included a porch and fireplace. Different exterior materials were used for visual variety. Norris represents the first use of greenbelt design principles in a self-contained town in the United States. The town was the first in Tennessee to have a complete system of dial telephones. Norris Creamery was the first milk-producing plant in the world to be powered solely by electricity.

In 1948 the U.S. Congress directed that the city be sold at public auction. It was purchased for $2.1 million by a Philadelphia investment group headed by Henry D. Epstein, which then sold individual homes to their residents. The city was officially incorporated in 1949. In 1953 the Epstein group sold its remaining Norris real estate to a corporation formed by Norris residents and known as the Norris Corporation.


**Norris Dam**

Norris Dam is a hydroelectric and flood control structure located on the Clinch River in Anderson County and Campbell County, Tennessee, USA. Its construction in the mid-1930s was the first major project for the Tennessee Valley Authority, which had been created in 1933 to bring economic development to the region and control the rampant flooding that had long plagued the Tennessee Valley. The dam was named in honor of Nebraska Senator George Norris (1861-1944), a longtime supporter of government-owned power in general, and supporter of TVA in particular.

As early as 1911, the present site of Norris Dam— initially called the "Cove Creek site”— was identified as a prime location for a sizeable dam. Several government and private entities believed that a dam in the upper Tennessee Valley, working in conjunction with dams at Muscle Shoals, Alabama, could provide badly needed flood control to East Tennessee and help keep the Tennessee River consistently navigable year-round. In the early 1920s, several entities— including the Tennessee Electric Power Company (TEPCo), the Knoxville Power & Light Company, and Union Carbide— applied for permits to build a dam at the Cove Creek site,
although all were eventually withdrawn or rejected. Part of the opposition was from Senator Norris, who advocated a government-sponsored dam at the site, arguing that a private entity would be almost wholly concerned with power generation rather than flood control and coordination with projects elsewhere in the valley. Norris proposed constructing a network of dams throughout the valley to help regulate its outflow into the lower Mississippi River. Throughout the late 1920s, the U.S. Army Corps of Engineers made several proposals to build a dam at the site, but all were rejected by Congress or vetoed by President Calvin Coolidge.

The Tennessee Valley Authority was formed in 1933 as part of President Franklin D. Roosevelt's New Deal legislation. The act authorizing TVA's establishment (signed on May 18, 1933) and authorized TVA to immediately begin construction on a dam at the Cove Creek site. On July 30, TVA renamed the Cove Creek project for Senator Norris and began preparations for the dam's construction. As the agency lacked any engineering or dam construction experience, it relied heavily on the Army Corps' original design, and received ample consulting from the U.S. Bureau of Reclamation. Hungarian-American architect Roland Wank (1898-1970) revised the initial plans from Bureau of Reclamation engineers, and gave the poured-concrete Norris Dam a modernist style, which was controversial and advanced for the era of construction, but the result would eventually succeed in elevating Roland Wank to the position of Chief Architect for TVA from 1933 through 1944. Construction on the Dam began on October 1, 1933.

The building of Norris Dam and its accompanying reservoir required the purchase of over 152,000 acres of land. 2,841 families and 5,226 graves were relocated during this time. The community of Loyston, located about 20 miles upstream from the dam site, was entirely eliminated. Approximately one-third of Caryville, at the head of the reservoir's Cove Creek embayment, was flooded and a number of structures in the town had to be moved. Several smaller 30-foot earthen dams were built along reservoir tributaries to house fish hatcheries. As the project called for the construction of recreational areas along the lakeshore, TVA built two supplemental dams—Caryville Dam and Big Ridge Dam—to impound Cove Lake and Big Ridge Lake, respectively, and ensure these small lakes would remain filled year-round. The Civilian Conservation Corps (CCC) built recreational facilities and aided in the removal of various structures. The town of Norris, Tennessee was initially built as a planned community to house the workers involved in the construction of this dam.

Norris Dam was completed on March 4, 1936 with constructed costs reaching $36 million. The dam's first generator went online on July 28, 1936.

Although Norris was the first dam built by TVA, it is not the oldest dam owned and operated by the agency. TVA subsequently purchased the assets of the former Tennessee Electric Power Company, including some dams which had been built prior to Norris Dam.

The building of Norris Dam and the changes it brought to the region inspired films, books, stage plays, and songs. Folk songs from the construction period express enthusiasm for the benefits that the dam project brought to the region.

Taken from: [http://en.wikipedia.org/wiki/Norris_Dam](http://en.wikipedia.org/wiki/Norris_Dam)
For more information or potential field trips

Permanent Exhibit – Voices of the Land: The People of East Tennessee
Museum of East Tennessee History
601 S. Gay Street
Knoxville, TN 37902
Phone: (865) 215-8824
http://easttnhistory.org/content.aspx?article=1284&parent=1200

Sugarlands Visitor Center
Great Smoky Mountains National Park
Inside the park – 2 miles south of Gatlinburg – on US-441
http://www.nps.gov/grsm/planyourvisit/visitorcenters.htm

Norris Dam State Park
125 Village Green Circle
Lake City, TN 37769
(865) 426-7461
http://www.state.tn.us/environment/parks/NorrisDam/

Norris Dam
TVA
(865) 632-2101
tvainfo@tva.gov
http://www.tva.gov/sites/norris.htm

Have any concerns or a suggestion on how to make better? Please contact...

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