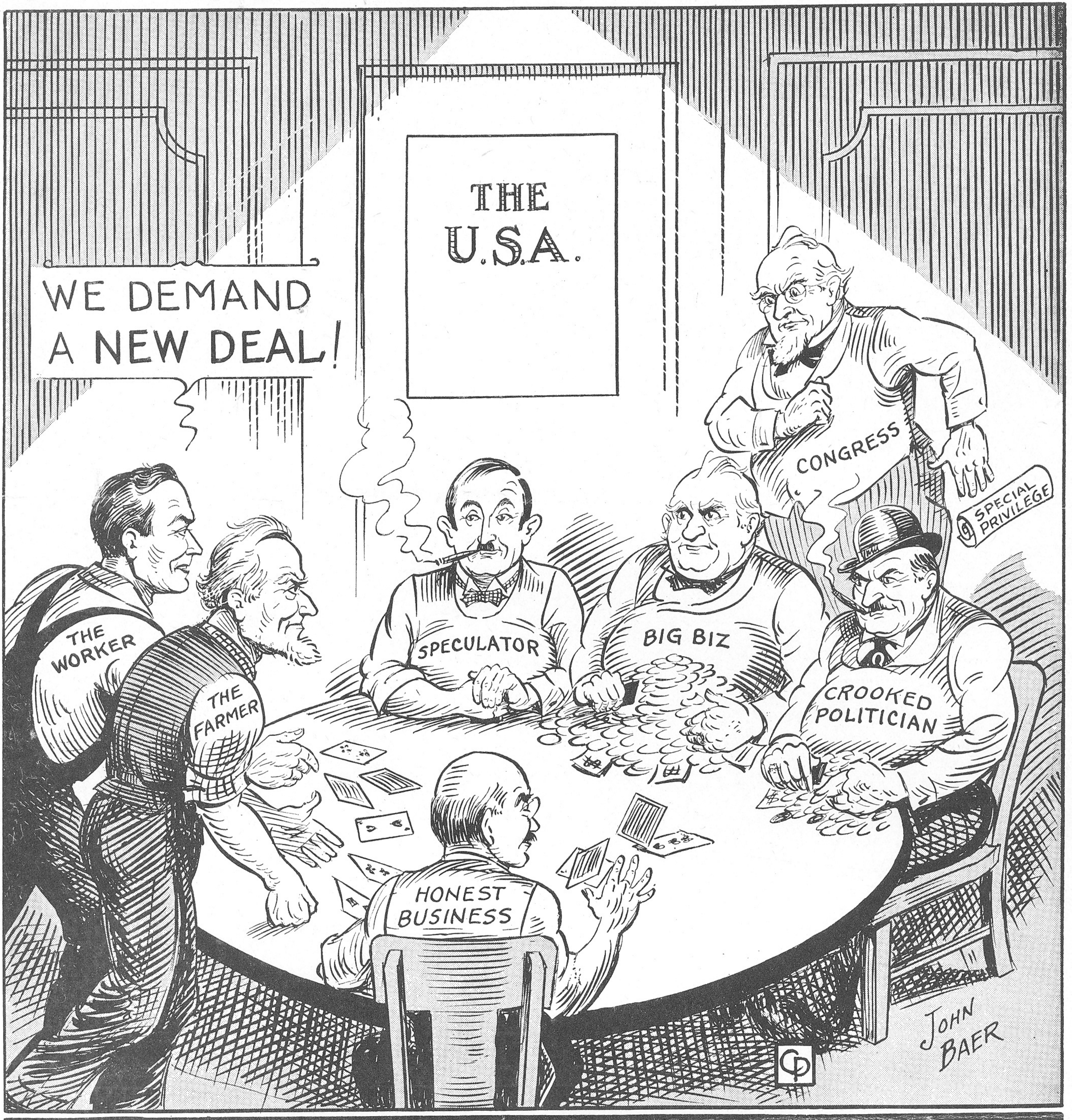


First "New Deal" Cartoon!



Upon request we are reprinting the first cartoon of the New Deal. It was drawn by our cartoonist, John Baer, on January 1, 1931. It appeared in hundreds of newspapers at the time and it was credited as an inspiration for the New Deal phrase on which the late Franklin D. Roosevelt rode to victory. When Governor of New York state, he acknowledged a letter in which Baer sent a copy of the cartoon and said, "You know how deeply I appreciate all that you are doing to shape public opinion through your cartoons and news letter." Recently a member of the Roosevelt Cabinet stated that the phrase, New Deal, had originated from John Baer's cartoon. Mr. Roosevelt made his first reference to a New Deal on July 2, 1932, in Chicago, when he said in accepting the Democratic nomination for the presidency, "I pledge myself to a New Deal to the American people." John thinks that while organized labor had a great victory in the last elections there is nevertheless a coalition of reactionary Republicans and Bourbon Democrats which still controls both houses of Congress. In 1956, we shall need a New Deck as well as a New Deal, and workers have the balance of power which will swing it.

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To Hon. John E. Fitzgerald
 with best wishes
 JOHN BAER