



Citizens, Not Spectators

Lesson 1: Slogans in Presidential Elections

Teacher Resource 2: Presidential Campaign Slogans

The following table contains 72 political slogans used in 36 presidential campaigns between 1840 and 2012. This list is by no means exhaustive of all the slogans used during this time period.

Student Handout 1 contains the following list. This teacher resource version of the list suggests the assignments for the small group research of this activity.

Group Assignment	Election Year	Candidate	Campaign Slogan
Group 1	1840	William Henry Harrison	Tippecanoe and Tyler Too
Group 1	1840	William Henry Harrison	Tyler and Texas
Group 1	1844	James K. Polk	54-40 or Fight
Group 1	1844	James K. Polk	Reannexation of Texas and Reoccupation of Oregon
Group 1	1844	Henry Clay	Who is James K Polk?
Group 2	1848	Zachary Taylor	For President of the People
Group 2	1852	Franklin Pierce	We Polked you in '44, We shall Pierce you in '52
Group 2	1856	John C. Fremont	Free Soil, Free Labor, Free Speech, Free Men, and Fremont
Group 2	1860	Abraham Lincoln	Vote Yourself a Farm
Group 2	1864	Abraham Lincoln	Don't swap horses in the middle of the stream
Group 3	1868	Ulysses S. Grant	Vote as you Shot
Group 3	1872	Ulysses S. Grant	Grant us another term
Group 3	1872	Ulysses S. Grant	Grant beat Davis—Greeley bailed him
Group 3	1884	Grover Cleveland	Blaine, Blaine, James G. Blaine, The Continental Liar from the State of Maine
Group 3	1884	James Blaine	Ma, Ma, Where's my Pa?
Group 3	1884	James Blaine	Rum, Romanism and Rebellion

Group 4	1888	Benjamin Harrison	Rejuvenate Republicanism
Group 4	1888	Benjamin Harrison	Grandpa's hat fits Ben
Group 4	1896	William McKinley	Patriotism, Protection and Prosperity
Group 4	1900	William McKinley	A Full Dinner Pail
Group 4	1916	Woodrow Wilson	He kept us out of war
Group 5	1920	Warren G. Harding	Return to Normalcy
Group 5	1920	Warren G. Harding	Cox and Cocktails
Group 5	1924	Calvin Coolidge	Keep Cool with Coolidge
Group 5	1928	Herbert Hoover	A chicken in every pot (and a car in every garage)
Group 5	1928	Herbert Hoover	Hoo but Hoover
Group 6	1932	Anti incumbent	Hoover we trusted—now we're busted
Group 6	1932	Herbert Hoover	We're turning the corner
Group 6	1932	Franklin D. Roosevelt	I propose (to the American People) a New Deal
Group 6	1936	Franklin D. Roosevelt	Remember Hoover
Group 6	1936	Franklin D. Roosevelt	Sunflowers die in November
Group 6	1936	Alfred Landon	Let's make it a Landon-slide
Group 6	1936	Alfred Landon	Defeat the New Deal and its Reckless Spending
Group 7	1940	Wendell Willkie	Roosevelt for ex-president
Group 7	1940	Wendell Willkie	Washington wouldn't, Grant couldn't, Roosevelt shouldn't
Group 7	1948	Harry S Truman	Give 'Em Hell, Harry
Group 7	1952	Dwight D. Eisenhower	I like Ike
Group 7	1956	Dwight D. Eisenhower	Peace and Prosperity
Group 7	1956	Dwight D. Eisenhower	We still like Ike
Group 8	1960	Richard Nixon	For the future
Group 8	1960	John F. Kennedy	A Time for Greatness
Group 8	1960	John F. Kennedy	Go all the way with JFK
Group 8	1964	Lyndon B. Johnson	The stakes are too high for you to stay at home
Group 8	1964	Barry Goldwater	In your heart, you know he is right
Group 9	1968	Richard Nixon	Nixon's the One
Group 9	1968	Eugene McCarthy	Go clean for Gene
Group 9	1976	Gerald Ford	He is making us proud again
Group 9	1976	Jimmy Carter	Not Just Peanuts
Group 9	1976	Jimmy Carter	A Leader for Change
Group 9	1980	Ronald Reagan	Are you better off than you were four years ago?

Group 10	1984	Ronald Reagan	It's morning again in America
Group 10	1984	Walter Mondale	America Needs a Change
Group 10	1988	George Bush	Kinder, Gentler Nation
Group 10	1992	Bill Clinton	Don't stop thinking about tomorrow
Group 10	1992	Bill Clinton	Putting People First
Group 10	1992	Ross Perot	Ross for Boss
Group 10	1996	Bill Clinton	Building a Bridge to the 21 st Century
Group 10	1996	Bob Dole	The Better Man for a better America
Group 11	2000	Al Gore	Prosperity and Progress
Group 11	2000	Al Gore	Prosperity for America's families
Group 11	2000	George W. Bush	Compassionate Conservatism
Group 11	2000	George W. Bush	Leave no child behind
Group 11	2000	George W. Bush	Real plans for real people
Group 11	2000	George W. Bush	Reformer with results
Group 12	2004	Ralph Nader	Government of, by, and for the people...Not the monied interests
Group 12	2004	George W. Bush	Yes, America Can!
Group 12	2008	John McCain	Country First
Group 12	2008	Barack Obama	Change We Can Believe In
Group 12	2008	Barack Obama	Change We Need
Group 12	2008	Barack Obama	Hope
Group 12	2008	Barack Obama	Yes, We Can!
Not used at this time	2012	Barack Obama	Forward
Not used at this time	2012	Mitt Romney	Believe in America