



## Citizens, Not Spectators

### Lesson 1: Slogans in Presidential Elections

#### Student Handout 1: 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.

| <b>Election Year</b> | <b>Candidate</b>       | <b>Campaign Slogan</b>  |
|----------------------|------------------------|---|
| 1840                 | William Henry Harrison | Tippecanoe and Tyler Too  |
| 1840                 | William Henry Harrison | Tyler and Texas   |
| 1844                 | James K Polk           | 54-40 or Fight  |
| 1844                 | James K Polk           | Reannexation of Texas and Reoccupation of Oregon                              |
| 1844                 | Henry Clay             | Who is James K Polk?  |
| 1848                 | Zachary Taylor         | For President of the People   |
| 1852                 | Franklin Pierce        | We Polked you in '44, We shall Pierce you in '52                              |
| 1856                 | John C. Fremont        | Free Soil, Free Labor, Free Speech, Free Men, and Fremont                     |
| 1860                 | Abraham Lincoln        | Vote Yourself a Farm  |
| 1864                 | Abraham Lincoln        | Don't swap horses in the middle of the stream                                 |
| 1868                 | Ulysses S. Grant       | Vote as you Shot  |
| 1872                 | Ulysses S. Grant       | Grant us another term   |
| 1872                 | Ulysses S. Grant       | Grant beat Davis—Greeley bailed him   |
| 1884                 | Grover Cleveland       | Blaine, Blaine, James G. Blaine, The Continental Liar from the State of Maine |
| 1884                 | James Blaine           | Ma, Ma, Where's My Pa?  |
| 1884                 | James Blaine           | Rum, Romanism and Rebellion   |
| 1888                 | Benjamin Harrison      | Rejuvenate Republicanism  |
| 1888                 | Benjamin Harrison      | Grandpa's hat fits Ben  |
| 1896                 | William McKinley       | Patriotism, Protection and Prosperity   |
| 1900                 | William McKinley       | A Full Dinner Pail  |
| 1916                 | Woodrow Wilson         | He kept us out of war   |
| 1920                 | Warren G. Harding      | Return to Normalcy  |
| 1920                 | Warren G. Harding      | Cox and Cocktails   |

|      |                       |  |
|------|-----------------------|--|
| 1924 | Calvin Coolidge       | Keep Cool with Coolidge  |
| 1928 | Herbert Hoover        | A chicken in every pot (and a car in every garage)               |
| 1928 | Herbert Hoover        | Hoo but Hoover   |
| 1932 | Anti-incumbent        | Hoover we trusted—now we're busted                               |
| 1932 | Herbert Hoover        | We're turning the corner   |
| 1932 | Franklin D. Roosevelt | I propose (to the American People) a New Deal                    |
| 1936 | Franklin D. Roosevelt | Remember Hoover  |
| 1936 | Franklin D. Roosevelt | Sunflowers die in November                                       |
| 1936 | Alfred Landon         | Let's make it a Landon-slide                                     |
| 1936 | Alfred Landon         | Defeat the New Deal and its Reckless Spending                    |
| 1940 | Wendell Willkie       | Roosevelt for ex-president                                       |
| 1940 | Wendell Willkie       | Washington wouldn't, Grant couldn't, Roosevelt shouldn't         |
| 1948 | Harry S Truman        | Give 'Em Hell Harry  |
| 1952 | Dwight D. Eisenhower  | I like Ike   |
| 1956 | Dwight D. Eisenhower  | Peace and Prosperity   |
| 1956 | Dwight D. Eisenhower  | We still like Ike  |
| 1960 | Richard Nixon         | For the future   |
| 1960 | John F. Kennedy       | A Time for Greatness   |
| 1960 | John F. Kennedy       | Go all the way with JFK  |
| 1964 | Lyndon B Johnson      | The stakes are too high for you to stay at home                  |
| 1964 | Barry Goldwater       | In your heart you know he is right                               |
| 1968 | Richard Nixon         | Nixon's the One  |
| 1968 | Eugene McCarthy       | Go clean for Gene  |
| 1976 | Gerald Ford           | He is making us proud again                                      |
| 1976 | Jimmy Carter          | Not Just Peanuts   |
| 1976 | Jimmy Carter          | A Leader for Change  |
| 1980 | Ronald Reagan         | Are you better off than you were four years ago?                 |
| 1984 | Ronald Reagan         | It's morning again in America                                    |
| 1984 | Walter Mondale        | America Needs a Change   |
| 1988 | George Bush           | Kinder, Gentler Nation   |
| 1992 | Bill Clinton          | Don't stop thinking about tomorrow                               |
| 1992 | Bill Clinton          | Putting People First   |
| 1992 | Ross Perot            | Ross for Boss  |
| 1996 | Bill Clinton          | Building a Bridge to the 21 <sup>st</sup> Century                |
| 1996 | Bob Dole              | The Better Man for a Better America                              |
| 2000 | Al Gore               | Prosperity and Progress  |
| 2000 | Al Gore               | Prosperity for America's families                                |
| 2000 | George W. Bush        | Compassionate Conservatism                                       |
| 2000 | George W. Bush        | Leave no child behind  |
| 2000 | George W. Bush        | Real plans for real people                                       |
| 2000 | George W. Bush        | Reformer with results  |
| 2004 | Ralph Nader           | Government of, by, and for the people...Not the monied interests |
| 2004 | George W. Bush        | Yes, America Can!  |
| 2008 | John McCain           | Country First  |

|      |              |                          |
|------|--------------|--------------------------|
| 2008 | Barack Obama | Change We Can Believe In |
| 2008 | Barack Obama | Change We Need           |
| 2008 | Barack Obama | Hope                     |
| 2008 | Barack Obama | Yes, We Can!             |
| 2012 | Barack Obama | Forward                  |
| 2012 | Mitt Romney  | Believe in America       |