

WINNERS & LOSERS

Campaign Songs from the Critical Elections in American History

Volume 2 - 1896-1976

Sung and with Notes by Peter Janovsky



RAL ADDRESS, CAPITOL, 1905, PHOTO FROM THE NATIONAL ARCHIVES COLLECTION

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MUSIC LP

SIDE ONE

BANDS 1-4 THE ELECTION OF 1896:

THE FREE SILVER CRUSADE

Band 1: Bryan, It Won't Go Down at all 1:21

Band 2: Bryan, No Crown of Thorns, No Cross of Gold 3:47

Band 3: McKinley, Poor Little Orator Boy 1:11

Band 4: McKinley, William Will 3:46

BANDS 5-9 THE ELECTION OF 1912:

THE BULL MOOSE CAMPAIGN

Band 5: Clark, Bring Your Houn' 1:09

Band 6: Taft, Get on the Raft With Taft (1912) 1:53

Band 7: T. Roosevelt, We're Ready for Teddy Again 3:04

Band 8: Wison, Wilson, That's All! 1:47

Band 9: Campaign Song Medley 1:56

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BANDS 1-4 THE ELECTION OF 1932:

TRIUMPH OF THE NEW DEAL

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Happy Days are Here Again

Band 3: Hoover, What! No Mickey Mouse 1:23

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BANDS 5-8 THE ELECTION OF 1948:

TRUMAN'S UPSET VICTORY

Band 5: Wallace, The Same Merry-Go-Round 1:44

Band 6: Dewey, Do, Do, Do With Dewey 1:51

Band 7: Truman, Pollsters Song 1:28

Band 8: Truman, I'm Just Wild About Harry :57

BANDS 9-10 THE ELECTION OF 1960:

NEW FRONTIERS

Band 9: Nixon, Go, Go, Go, Go Republican 2:21

Band 10: Kennedy, High Hopes 1:32

BANDS 11-13 THE ELECTION OF 1976:

WHY NOT THE BEST

Band 11: Ford, I'm Feelin' Good About America :59

Band 12: Ford, Me Siento Tan Bien en Cuanto a América :59

Band 13: Carter, Why Not the Best 2:00

Peter Janovsky, Guitar & Vocals

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DESCRIPTIVE NOTES ARE INSIDE POCKET

FOLKWAYS RECORDS FSS 37261

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Volume II

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INTRODUCTION

Volume II of this collection presents the campaign songs of critical elections in American History from the 1896 McKinley Bryan contest to the 1976 Carter-Ford race. As in Volume I, the songs of both the winners and losers are presented in an effort to illustrate the issues, personalities, and spirit of the campaigns. This booklet provides some of the political background to the campaigns, biographical information about the candidates and the electoral and popular vote for each election.

The choice of which elections were "critical" was determined by the degree to which an election was a "turning point" for the country or by the way in which the election's issues symbolized major conflicts or issues in American History:

The election of 1896 was a dramatic confrontation between William Jennings Bryan, fighting his free silver and populist crusade, and William McKinley, representing the more conservative forces committed to "sound money" and high tariffs.

The 1912 election gives us important insight into the nature of the Progressive Era- a period of some of the most important political change in American History. Theodore Roosevelt's candidacy for the "Bull Moose" or Progressive Party was the strongest showing for any third party campaign in history.

The election of 1932 was a significant turning point for the nation. The triumph of FDR and the New Deal symbolized a recognition of the need for active government participation in the economy, particularly in times of crisis.

Harry Truman's victory in the election of 1948 was one of the great political comebacks in election history. In addition, the election took place at a crucial time in the development of American post-war foreign and domestic policies.

The Kennedy-Nixon election of 1960 seems now to symbolize the end of the complacent '50s and the beginnings of the turbulence of the '60s. It also was, in retrospect, a confrontation between two of the most tragic figures in American political history.

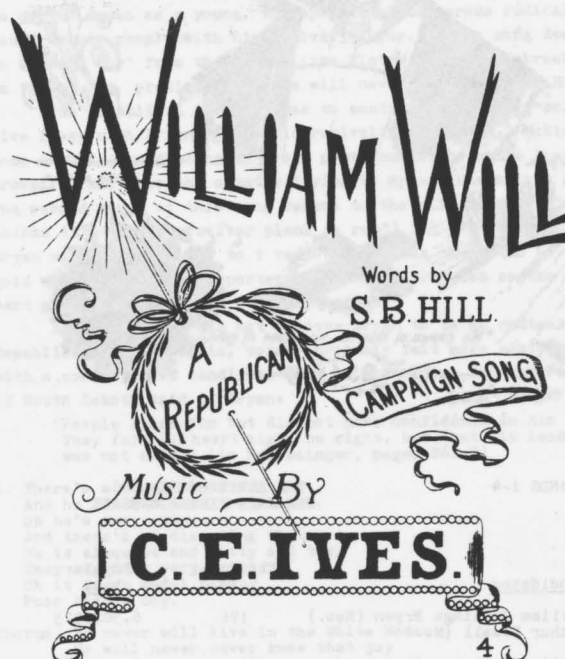
The historical significance of the election of 1976 has yet to be determined. However, it is of interest in this collection because of the frequent use of the Ford song in commercials and because of the unique nature of Carter's campaign, with its appeal to a diversity of constituencies.

In Volume I, almost all the songs were parodies- new versions of existing melodies. Here, the majority of songs are original tunes composed especially for the campaign. There are exceptions to this such as songs from films adapted for campaigns (e.g., "Happy Days are Here Again" and "High Hopes") and songs to old

favorites (e.g., "Forty-nine Bottles," "I'm Just Wild About Harry"). As in Volume I, the songs bring out to a certain extent some of the musical trends of their eras. Charles Ives' "William Will" has elements of marching band music as well as some resemblance to Gilbert and Sullivan. The influence of ragtime is evident in the songs from the 1912 campaign ("Ready for Teddy," or "Get on the Raft with Taft").

Roosevelt's 1932 songs are high spirited and full of the hope that the end of the Depression was near. In 1948, the Wallace songs represented a brief "renaissance" of active campaign singing and a preview of the resurgence of folk music and topical songs of the late '50s and early '60s.

The songs from the elections of 1960 and 1976 show the influence of popular music on campaign songs. In 1960, Frank Sinatra recorded the campaign version of the academy award winning song "High Hopes." In 1976, Jimmy Carter's support from Southern rock groups such as the Marshall Tucker band resulted in the adoption of "Why Not the Best?" as his campaign song.



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We'll find in this volume that as the songs get closer to the present, issues play a decreasing role in the songs, and generally songs played a much smaller role in the campaigns. This may be due to the increased role of the mass media in campaigns. In 19th century campaigns, the songs themselves were a very important method of transmitting the message of the candidate. The circulation of leaflets and singing of songs at rallies helped buoy the spirits of a candidate's supporters and even convince some undecided or even hostile voters. Today, campaigns are conducted primarily through radio and television. The candidate's message is conveyed simply and directly. However, at times, such as 1976, a campaign song such as "I'm Feelin' Good About America" was used quite effectively as part of television and radio commercials.

What can we expect from campaign songs in the future? It's possible that a catchy tune might capture the imagination of the country and do for a candidate what "Tippicanoe and Tyler Too" did for William Henry Harrison. It's more likely that short jingles as the background for T.V. commercials showing a smiling candidate and happy voters will be the pattern of campaign music in elections to come.



The Democratic Cleveland administration was identified with these crises and in addition to dealing with Republican attacks, the Democrats had to face the challenge of the increasing strength of the Populist Party. The Populists were a largely agrarian political group which favored a "cheap money" policy based on the free coinage of silver at the ratio of 16 to 1 (silver to gold). They felt such an inflationary policy would ease the plight of the farmers as well as benefit the nation as a whole. The Populists also favored reforms such as a graduated income tax, direct election of Senators, and public ownership of utilities and railroads.

In 1896 "Silver Democrats" sympathetic to the Populist cause sought to capture the Democratic nomination for President and were able to do so through the efforts of William Jennings Bryan, whose famous "cross of gold" speech electrified the Democratic Convention and paved the way for his nomination.

There were silver sympathizers among the Republicans. (Senators Teller and Cannon bolted the convention and supported Bryan.) However, the Republicans were generally much more united than the Democrats in 1896. They nominated William McKinley, Governor of Ohio and former Chairman of the House Ways and Means Committee. McKinley was known primarily for his support of high tariffs and sound money policies. His campaign was managed by wealthy Republican businessman, Mark Hanna.

SIDE ONE
BAND ONE

IT WON'T GO DOWN AT ALL
Tune: Forty-nine Bottles

The titles of some of Bryan's campaign songs give us some idea of the way his supporters felt about him and his cause. Some songs dealt with Bryan the man: ("Everybody Went to School with Bryan," "The Babies are Cryin' for Bryan"). Others brought out campaign issues: ("Dad's Old Silver Dollar is Good Enough for Me," "The Railroads Got his Little Crop, the Goldbugs got the Farm"). "It Won't Go Down at All" is from a Bryan songster published by supporters from his home state of Nebraska.

One important aspect of the appeal of the free silverites was economic independence from England. They felt that the gold standard made America economically subservient to Great Britain. This song declares America's independence once again from Great Britain ("We're rather independent now, we don't feel very small") and asserts that "it won't go down at all" for England to dominate our economy.

Another villain for the Bryan forces was "Wall Street" which in the second verse is seen as responsible for low farm prices ("ten cent corn") and other woes of farmers ("mortgaged farms"). According to the song, McKinley is the tool of millionaires who "keep up his till." This charge had much validity- campaign manager Mark Hanna had amassed a campaign chest totalling millions, including contributions such as \$250,000 from Standard Oil.

This song makes an attempt to meet the Republican charge that Bryan was a dangerous radical. First it's noted that Bryan is thought of as a "hypnotizing, dancing freak." However, the song points out that his powers of oratory are so great that he will eventually win over even those who first thought him a "freak."

1. Mother England smiles at us
It won't go down at all!
She cries, "My child, don't make a fuss!"
It won't go down at all!
We're rather independent now,
We don't feel very small,
And we are going to tell'er so,
Along about next fall.
2. They tell us we are precious fools
It won't go down at all!
They swear that we are silver tools,
It won't go down at all!
But we are sharp, we'll cut a swath,
As wide as it is tall
When we make Bryan President,
Along about next fall.
3. They say that we are very rich,
It won't go down at all!
Nebraska hasn't any 'sich'
It won't go down at all!
We've mortgaged farms and ten cent corn,
And the street that's called a Wall.
We think we'd rather like a change,
Along about next fall.
4. They boast about McKinley Bill,
It won't go down at all!
The millionaires keep up his till,
It won't go down at all!
They want to make our money dear and
Drive us to the wall.
Just come and help us veto that,
Along about next fall.

SIDE ONE: BANDS 1-4

THE ELECTION OF 1896:
THE FREE SILVER CRUSADE

Parties	Candidates	Electoral Vote	Popular Vote
Democrats	William Jennings Bryan (Neb.) Arthur Sewall (Me.)	176	6,502,925
Republicans	William McKinley (Ohio) Garret A. Hobart (N.J.)	271	7,104,779

Brief Background of the Candidates

Bryan: Lawyer; journalist; Congressman from Nebraska; unsuccessful candidate for the Senate in 1894; known for pro-silver, anti-tariff positions; ran for President in 1896, 1900, and 1908; Secretary of State under Wilson; prosecutor in Scoopes "monkey trial" in 1919.

McKinley: Taught school; reached major in the army; lawyer; member of the House of Representatives; Governor of Ohio.

Vocabulary and Terms

Depreciation: Decrease in the value of currency or goods. In this election, refers to the depreciation of the value of currency were free coinage of silver adopted.

Populists: Political movement of the 1890's; main support was among farmers; called for free coinage of silver and other democratic reforms including the nationalization of railroads.

Protection: Policy of keeping tariffs at a high level to benefit domestic industries.

Repudiation: Refusal to pay a debt lawfully incurred.

Introduction

The election of 1896 took place at a time of crisis in the United States. The Panic of 1893 had resulted in widespread hard times, particularly among farmers and workers. Farm prices hit new lows- wheat selling at \$1.50 a bushel in 1866 was selling at 70 cents a bushel. Unemployment was up to 20% and bitter confrontations between labor and management, such as the Pullman Strike, were becoming more frequent.

5. They cry that Bryan is a freak,
It won't go down at all!
A hypnotizing dancing freak,
It won't go down at all!
But when they hear his piercing voice,
And listen to his call,
They vow that they will vote for him,
Along about next fall.
Along about next fall,
Along about next fall,
They vow that they will vote for him,
Along about next fall!

SIDE ONE
BAND TWO

NO CROWN OF THORNS, NO CROSS OF GOLD
words by H.D. Pittman
music by Robert Buechel

William Jennings Bryan's "Cross of Gold" speech is one of the classic speeches in American political history. It created a sensation at the Democratic convention and assured Bryan's nomination even though he was barely older than the constitutionally required thirty-five. The speech dramatically set forth the case for free coinage of silver at the ratio of 16 to 1. However, Bryan also related the silver controversy to other struggles-- between laborers (workers and farmers) and the wealthy classes; and between the farm and the city. These conflicts were expressed as follows in the climax of the speech:

You come to us and tell us that the great cities are in favor of the gold standard. We reply that the great cities rest upon our broad and fertile prairies. Burn down your cities and leave our farms and your cities will spring up again as if by magic. But destroy our farms and grass will grow in the streets of every city in the country... Having behind us the producing masses of this nation and the world, supported by the commercial interests, the laboring interests and the toilers everywhere, we will answer their demand for a gold standard by saying to them: You shall not press down upon the brow of labor this crown of thorns; you shall not crucify mankind upon a cross of gold.

"No crown of thorns, no cross of gold" became the rallying cry of the Bryan campaign and this song, as well as several other Bryan songs borrowed almost literally from "The Commoner's" famous speech. (See the chorus to this song.)

"No Crown of Thorns, No Cross of Gold" also exploits the same anti-British sentiments as "It won't go down at all," declaring that with free silverites in control, we will no longer be the slaves of "sordid British gold." (verse 1) Feelings between the British and Bryan were mutual. The London Standard commented as follows on the defeat of Bryan:

"The hopelessly ignorant and savagely covetous waifs and strays of American Civilization voted for Bryan, but the bulk of the solid sense, business integrity and social stability sided with McKinley." (quoted in Bailey, page 589)

As in the previous song, Bryan's election is viewed as a second American Revolution as once again the "galling chains" of oppression are broken. Bryan is seen as the heir to the great nineteenth century symbols of democracy- Thomas Jefferson and Andrew Jackson. ("As Jackson stood and Jefferson today we stand.")

An interesting aspect of the song is the way in which it appeals to a broad coalition of interests aside from the farmers, including workers, businessmen, attorneys, and clerks. All these interests are fighting against the forces of privilege as exemplified by "Wall Street" (see "It won't go down at all") and its "stocks and bonds and gold."

These lyrics reveal the Bryan campaign to have been more than just a struggle for free silver, but a class struggle. Supporters of Bryan made their cause into a crusade of the laboring masses against the wealthy few in an appeal for democratic reforms and redistribution of wealth. Although Bryan was defeated, many of the goals of the Populists were realized during the next twenty years. Direct election of Senators, a graduated income tax, and some regulation of trusts were achieved through acts of Congress, constitutional amendments and Presidential actions.

1. Awake! Awake, ye sons of toil from slumber deep,
Cast off, cast off the spell that numbs your brain.
Proclaim, proclaim in tones as mighty thunders sweep,
That Freedom, blessed Freedom, shall be ours again.
Shall we be made the slaves of sordid British gold,
And wear upon our necks the galling chain,
Of serfs once broken by our fathers true and bold,
Who died that we our liberty might gain?

Chorus: Shout! Shout the joyful chorus!
Shout for the day is breaking o'er o'er us.
When the golden host will flee before us,
Our mighty standard bearer leads the way!
With silver banners floating o'er us as we go,
To victory against the single standard foe.
They shall not press with cruel scorn
On labor's brow a crown of thorns
They shall not crucify mankind on a cross of gold!

2. Plain people all, who work with brain or hand each day,
The miner and the smith with brawny arm.
The merchant, clerk, attorney, businessmen are they-
Together with the weary toiler of the farm.
In vain, we've asked for bread, and have been given stones,
Our fields are waste, our forges dark and cold.
Our woes, unheeded are and they deride our moans,
And mock us with their stocks and bonds and gold.

Chorus

3. We'll beg no more. We'll not entreat them longer,
For as everlasting as eternal hills,
Are equal rights, time only makes them stronger!
Our children they demand them by their grandsires will.
Where Jackson stood, and Jefferson today we stand,
And forth to all the world defiance fling!
But not as despot haughty in our own free land.
From honest labor's loins no tyrant spring.

Chorus

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SIDE ONE
Band Three

POOR LITTLE ORATOR BOY
Tune: Streets of Cairo

An important component of the McKinley campaign was the attempt to depict Bryan as a young, irresponsible, dangerous radical who could delude people with his "silver tongue." This song describes to "orator boy" from the Platte (the Platte River in Nebraska) as "cute" but predicts that "he will never see the White House."

The Republican strategy was to contrast McKinley's calm conservative image with Bryan's frenetic revivalist approach. McKinley stayed home in Ohio, conducting a "front porch campaign," while Bryan travelled all over the country trying to spread his silver gospel. The second verse of this song refers to the silver issue ("Oh he thinks it's fun on a silver plank to run") but predicts that Bryan will lose by a 16 to 1 ratio. This was the ratio of silver to gold which the Bryan supporters wanted reintroduced as the main part of their program of currency reform.

Even if people did not believe Bryan to be as radical as Republicans pictured him, voters probably felt more comfortable with a conservative candidate such as McKinley. Senator Peter Norbeck of South Dakota said of Bryan:

"People liked him but did not have confidence in his judgment. They felt his heart might be right, but that his leadership was not safe." (in Schlesinger, pages 262-3)

1. There's a young Democrat
And he lives out on the Platte.
Oh he's very cute,
And there's no disputing that.
He is eloquent and witty and they
They say he's very gritty
Oh it is an awful pity,
Poor little boy.

Chorus: He never will live in the White House
He will never, never know that joy
A President, he will never be,
Poor little Orator Boy.

2. Oh he thinks it's fun
On a silver plank to run
But he will be licked,
Just about 16 to 1.
He will find himself mistaken
When this fall the vote is taken
And he finds himself forsaken,
Poor little boy.

Chorus

SIDE ONE
BAND FOUR

WILLIAM WILL
Music by Charles Ives
Lyrics by S.B. Hill

The two main themes of the McKinley campaign, "honest money" and the high protective tariff, are effectively brought out in this song by the pioneering American composer, Charles Ives.

As a Congressman and chairman of the House Ways and Means Committee, McKinley had made a name for himself as sponsor of an 1890 tariff bill which provided for very high tariffs on all manufactured goods subject to foreign competition. The bill was so favorable to certain businesses that it might well have been written by the lobbies for these various industries. The slogan "Bill McKinley and his Bill" made his name a household word as he became known as a champion of protection.

"William Will" adapts this slogan for the election of 1896, and adds the anti-silver theme as well. The first verse of "William Will" stresses the need for both "honest money, good as gold," and "full protection" (i.e., high tariffs). The song

implies that high tariffs will benefit workers ("for low tariffs and low wages make us blue") and the chorus lauds McKinley as "He who made the tariff bill."

Other verses in the song deal with the money issue. The second verse tells of the dangers resulting from the adoption of a silver standard. In particular, inflation will cause the "workman's dollar" to be "whittled down to only fifty cents." Stemming this dangerous tide is "Will McKinley of the tariff bill" who will stand for honest money and fight depreciation through the adoption of the silver standard.

The climax to the McKinley campaign was a "sound money" parade up Broadway by businessmen, lawyers and clergymen clad in black hats and coats. The parade, which attracted 150,000 marchers was arranged by McKinley's shrewd campaign manager, Mark Hanna. (Butterfield, p. 274)

Charles Ives, composer of the music for "William Will" is now considered to be one of the most important of all American composers. Ives was highly successful in the insurance business and composed only part-time (on weekends, holidays, and vacations). He said, "My work in music helped my business and my work in business helped my music." Ives wrote "William Will" while a student at Yale. As an aspiring businessman it's understandable that he would support the "business" candidacy of McKinley.

Ives' music was not fully appreciated until after his death in 1954. He was greatly influenced by many types of American music including hymns, minstrel tunes, spirituals, Stephen Foster songs, fiddle tunes, band music and ragtime. (Chase, page 405)

1. What we want is Honest Money
Good as gold and pure as honey
Every dollar sound and true.
What we want is full protection,
And we'll have it next election,
For low tariff and low wages make us blue,
For low tariff and low wages make us blue.

Chorus:

So hurrah for Will McKinley and his Bill!
And stand for honest money William will!
So hurrah for Will McKinley, he who made the tariff bill!
And be ruler of this Nation William, William, William,
And be ruler of this Nation William will.

2. Give us no depreciation
With a silver variation,
Juggle not the workman's pence!
For it rouses all his choler,
When he find his well earned dollar,
Has been whittled down to only fifty cents!
Has been whittled down to only fifty cents!

Chorus

3. Billy Bryan isn't "in it"
Not a single noisy minute,
For McKinley's here himself!
"Rabbits foot" and "four-leaf clover,"
When Election Day is over,
Will be laid to rest upon a quiet shelf!
Will be laid to rest upon a quiet shelf!

Chorus

4. Down with all Repudiation!
No dishonor for our Nation!
As we promise we will pay!
And we soon shall hear the humming
Of the good times that are coming
When McKinley, surnamed William wins the day!
When McKinley, surnamed William wins the day!

Chorus

("Musical Interlude or Dance")

Chorus

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SIDE ONE: BANDS 5-8

THE ELECTION OF 1912:
THE BULL MOOSE CAMPAIGN

Parties	Candidates	Electoral Vote	Popular Vote
Republicans	William Howard Taft (Ohio) James S. Sherman (N.Y.) Nicholas M. Butler (N.Y.)*	8	3,484,980
Progressives (Bull Moose)	Theodore Roosevelt (N.Y.) Hiram Johnson (Cal.)	88	4,119,538
Democrats	Woodrow Wilson (N.J.) Thomas R. Marshall (Ind.)	435	6,293,454

Brief Background of the Candidates

Champ Clark: Lawyer; College President, Speaker of the House (1908-1919)

Taft: Lawyer; reporter; prosecutor in Cincinnati; judge of Federal District Court; Dean of University of Cincinnati Law School; Secretary of War; Governor General of the Philippines; Provisional Governor of Cuba; Professor of Law at Yale; Chief Justice of the U.S. Supreme Court (after Presidency).

Roosevelt: Member of the New York State Assembly; unsuccessful mayoral candidate in New York City; Assistant Secretary of the Navy; fought with "Rough Riders" during Spanish American war; Vice President under McKinley; succeeded to the Presidency upon McKinley's assassination; elected President in 1904.

Wilson: Lawyer; President of Princeton University; author of Congressional Government (classic political science text); Governor of New Jersey.

Vocabulary and Terms

Progressive Movement: Early 20th century political movement which aimed toward achieving various democratic reforms.

Recall: Method of removing a public official through a vote before term has expired.

Tammany: New York Regular Democratic Party organization

Trust: Large business combination with the aim of eliminating competition

*Butler replaced Sherman as candidate for Vice-President when Sherman died one week before the election.

Introduction

The Progressives were a group of early 20th century politicians who supported various democratic reforms, including women's suffrage, direct election of senators, a graduated income tax, direct primary elections and greater accountability on the part of government as expressed in such measures as the referendum and recall. Progressives also generally favored greater government control over the economy, particularly for the purpose of reducing the power of the trusts.

The election of 1912 must be understood within the context of this progressive atmosphere. As President, Theodore Roosevelt had moved closer to the Progressive view on many issues. When he retired from the Presidency in 1909, his hand-picked successor, William Howard Taft took over. After returning from an extended African safari, Roosevelt grew more and more unhappy with Taft's Presidency, claiming that Taft had not moved fast enough on Progressive issues. Roosevelt was particularly upset that Taft had not taken a strong position in favor of conservation. In 1912, Roosevelt said of Taft:

"...He has completely reversed the position he held when he was my lieutenant...I care not a whit as to what he has said about me. I care what he has done in abandoning the policies for the benefit of the people for which I stood and in allying himself with the closest enemies of those policies." (in Bailey, p. 604)

Roosevelt first tried to get the Republican nomination. He won nine primary elections to Taft's one. However, the convention was controlled by pro-Taft forces and Taft was able to secure the nomination when all 254 of a group of contested delegates were awarded to him. Roosevelt's supporters walked out of the convention and later met to nominate TR as the candidate of a new third party- the Progressive or "Bull Moose" party. At the Bull Moose Convention, Roosevelt's speech rivalled Bryan's "Cross of Gold" Oration, as he declared to a wildly cheering crowd, "We stand at Armageddon and we battle for the Lord."

Woodrow Wilson won the Democratic nomination in a hard fought convention battle with the early leader, Champ Clark. Wilson was perceived to be less progressive than Clark and in fact, ran a fairly conservative campaign. However, as President, he put into practice many of the goals advocated by the Progressives.

SIDE ONE
BAND FIVE

BRING YOUR HOUN'
Words and music by Norman Pruitt

The Champ Clark "Houn' Dawg" song was the "hit" campaign song of the 1912 election. "Bring Your Houn'" is one of several variations on the song. It is the only song in this collection for a candidate who did not get a party nomination and run in the general election. However, it is included because of its relation to what was one of the few campaign songs to become a popular hit song.

Champ Clark was a popular Speaker of the House and the favorite for the Democratic nomination in 1912. He led in the early balloting at the convention and even had a majority on the 10th ballot. However, he lacked the 2/3 majority needed for nomination. Clark had William Jennings Bryan's backing at first, but on the 14th ballot, Bryan switched to Wilson. Clark soon started slipping and Wilson eventually won the nomination on the 30th ballot.

This song was chosen over the original "Houn' Dawg" song because it includes more content about the personalities in the election. The "lion hunter" of the first verse is, of course, Teddy Roosevelt. The song describes Roosevelt's attacks on Taft and implies that because of this split in Republican ranks, Clarks will surely be elected. However, when Clark failed to get the nomination the "Houn' Dawg" song was laid to rest.

1. Every time Taft comes to town
The boys start kickin' him all aroun'
That the lion hunter is the only houn'
To catch Bill's possum on the groun'

Chorus: So come on boys and bring your houn'
And we will hunt from town to town
And cast our votes so fast and firm
To be sure there will be no third term.

2. Every time Taft comes to town,
Roosevelt kicks him all aroun'
But Champ Clark's footing is safe and soun'
And you gotta stop kickin' his dawg aroun'

Chorus:

3. When the procession starts for the White House groun'
Champ Clark will wave his hat aroun'
And say "Bill Taft, give me your crown,
And you gotta stop kickin' my dawg aroun'

Chorus

SIDE ONE
BAND SIX

GET ON THE RAFT WITH TAFT
(1912 version)

Music by Abe Holzmarn
Words by Harry D. Kerr

This is a 1912 version of a song originally written for Taft in 1908. The earlier song spoke of Taft as Teddy Roosevelt's heir saying, "We'd like some more of Theodore, but Theodore has said/ That Taft was meant for President to follow in his stead." However, by 1912 the situation had deteriorated between Roosevelt and Taft (see the introduction above), and the lyricist had to look for other inspiration. In this version, "Ohio's worthy son" is pictured as a reformer, but a reformer who is cautious ("He pleads reform without the storm that ends but in a roar"). This cautious approach is meant to contrast with Roosevelt's bluster "big stick" approach.

The song claims that Taft would put the chairman of the Board of Standard Oil and other Trusts in jail if he won. "his is an interesting attempt to make Taft- the most pro-business of the three candidates- appear to be as much of a "trust-buster" as Roosevelt. It's a good example of how election propaganda may sometimes completely distort the position of a candidate.

A song like this was probably the most active part of Taft's campaign. He did not really campaign at all, merely releasing several letters detailing his positions on various issues. He seemed to feel that he had no chance and his showing (only 8 electoral votes) proved him right.

1. The time has come, the fight is on
We've picked a man to run;
A second term, we're standing firm,
For Ohio's worthy son.
The man we need, the man to lead
Our strong and mighty craft,
Through storm and sea, to victory,
Is William Howard Taft!

Chorus: Get on the Raft with Taft, boys,
Get in the winning boat.
The man worthwhile with the big glad smile,
Will get the honest vote.
He'll save the country sure, boys,
From every kind of graft.
So all join in, we're bound to win,
Get on the raft with Taft!

2. His record's clear, he has no fear,
Of what all men may say.
For he's made good and always stood,
For the people every day,
He works reform without the storm,
That ends but in a roar,
Come one and all, we'll start the ball,
And give him four years more.

Chorus

3. The Sugar Trust, Tobacco Trust,
And Standard Oil, each one,
Will testify and tell you why,
He never ought to run;
Of course we know they'll spend the dough,
To down him without fail,
But when we win, and TAFT is in,
Next time they'll go to jail.

Chorus

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SIDE ONE
BAND SEVEN

WE'RE READY FOR TEDDY AGAIN

Music by Alfred Solman
Words by Harry D. Kerr

The fact that Roosevelt and Taft were bitter political opponents during the campaign did not stop Harry Kerr from writing the lyrics to both "Get on the Raft with Taft" and "We're Ready for Teddy Again." The practice of one writer penning songs for opposing candidates was not not unusual--songwriters liked to keep their options open.

This song stressed the "again" in the title. One of Roosevelt's liabilities in the campaign was the unwritten rule against a third term. Although TR had not been previously elected twice, he had served almost all of McKinley's second term before getting elected "in his own right" in 1904. In fact, in 1908, Roosevelt had pledged that he would not run again. This song makes an effort to meet the third term problem by stressing the need for a man of Teddy's experience in the White House. ("He's been there once before.")

Roosevelt's reputation as a "trust-buster" is exploited in the second verse ("The trusts will go and all the dough that they will have to spend.") In addition, the song mentions TR's advocacy of the recall- one of the reforms favored by Progressives.

Another theme of the Bull Moose campaign was Roosevelt's independence from the bosses. ("This candidate the bosses hate, will stand for me and you.") This idea of independence and freedom from "all party ties" is carried through in the final verse as Roosevelt pledges himself to "progressive needs, progressive deeds and equal rights for all." This final line is a key to the nature of the Progressive campaign which has been considered by some to be one of the most radical Presidential campaigns in American history.

What Roosevelt began to propose in his "New Nationalism" speech was an unprecedented activist role for government. Roosevelt saw strong government action as necessary to reduce inequality in the U.S., declaring in an important campaign speech "only by the exercise of the government can we exalt the lowly and give heart to the humble and downtrodden." (in Schlesinger, page 289)

1. Our country's need, at last we heed,
And choose a man we know,
Who's always stood for every good,
For the people high and low.
He needs no friend to recommend,
He's been there once before.
He's on the track and coming back,
This man called Theodore.
Once more, once more,
We want our Theodore.

Chorus: We're ready for Teddy again, boys
For the Presidential chair.
Lift up your voice, for the people's choice
A real man to do or dare.
Root steady for Teddy again boys,
With all your might and main.
The time is right, for a man to fight
We're ready for Teddy again.

2. The trusts will go, and all the dough
That they will have to spend,
Shall not defeat, nor tend to beat
This man whom we defend
He pleads for all, the just recall,
Of those who prove untrue,
This candidate the Bosses hate,
Will stand for me and you.
Once more, once more,
We want our Theodore.

Chorus

3. All party ties and party cries
Have failed to down our man.
The issue's plain, we ask again
To let the people plan;
Progressive deeds, progressive needs
And equal rights for all;
We'll now begin to fight and win
For Teddy in the fall.
Once more, once more,
We want our Theodore.

Chorus

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SIDE ONE
BAND EIGHT

WILSON, THAT'S ALL

Music by George Walter Brown
Words by Ballard MacDonald

Woodrow Wilson, the only President to hold a PhD when elected, was relatively new to politics when he received the nomination in 1912. He had been governor of New Jersey for two years, but before that he was a college professor and President of Princeton University.

This song is built around a popular slogan for a fortunately named brand of whiskey. (Wilson's whiskey had an advertising campaign using the slogan "Wilson-That's All".) The song tells some of the history of the campaign and mentions all the candidates. Billy Taft's "steamroller" is a reference to his girth. (He weighed over 300 pounds.) "Teddy's hat was in the ring" refers to the phrase coined by Theodore Roosevelt which is a stand-by of the political lexicon. We met Clark's "Darn Houn'" in a previous song, but here it's Wilson who gets to "kick it around." William Jennings Bryan had hoped that a deadlocked convention would turn to him for a fourth try at the Presidency. However, as the song points out, though "Billy Bryan made his speeches, not a delegate would fall," and Bryan eventually supported Wilson.

The mention of "Tammany" in the chorus is somewhat puzzling. Some sources say that Wilson rejected Tammany's backing in order to gain Bryan's support. However, Wilson's nomination was probably due as much to maneuvering by his managers (Macadoo and McCombs) as to his anti-boss position.

1. Now convention days are over,
And election time is near;
From East to West, from North to South
There's just one name on every mouth.
When a fellow meets a fellow,
And he says to him, "What's yours?"
He says, "I think I'll have to drink,
For the Democratic cause."

Chorus: Wilson, that's all!
Wilson, that's all!
Who strikes the public sentiment?
Who will be our next President?
It's Wilson that's all!
You'll hear them call.
Tammany, Tammany,
While on the street or on the car,
While at your home or at the bar,
It's Wilson, Wilson, Wilson, that's all!

2. Billy Taft had his steam-roller,
Teddy's hat was in the ring,
Clark came to town with his darn houn'
But Wilson kicked it all aroun'
Billy Bryan made his speeches,
Not a delegate would fall,
Till someone sang, "How dry I am,"
And the crowd began to call--

Chorus

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FOR AULD LANG SYNE.
Wilson was photographed wearing the high-crowned top hat. - WASH. POST

SIDE ONE
BAND NINE

CAMPAIGN SONG MEDLEY

This is a medley of some of the tunes used for the campaign songs in this collection. The songs in the medley illustrate the diversity of types of tunes employed in campaign songs. Some of the tunes were written especially for the campaign, while others are parodies of popular songs. The tunes used in the medley are identified below:

Happy Days are Here Again	(Side Two, Band Two)	1932
The Streets of Cairo (Poor Little Orator Boy)	(Side One, Band Three)	1896
Were Ready for Teddy Again	(Side One, Band Seven)	1912
What! No Mickey Mouse?	(Side Two, Band Three)	1932
I'm Just Wild About Harry	(Side Two, Band Eight)	1948
High Hopes	(Side Two, Band Ten)	1960
Why Not the Best?	(Side Two, Band Twelve)	1976
Happy Days are Here Again (Reprise)		



The Roosevelt grin was an important feature of the campaign of 1912. This famous photograph was made by Charles Dupres of Brown Brothers at Oyster Bay, soon after Roosevelt was nominated by the Progressive party.

SIDE TWO: BANDS 1-4

THE ELECTION OF 1932:
TRIUMPH OF THE NEW DEAL

Parties	Candidates	Electoral Vote	Popular Vote
Democrats	Franklin D. Roosevelt (N.Y.) John Nance Garner (Tex.)	531	22,821,857
Republicans	Herbert Hoover (Cal.) Charles Curtis (Kan.)	59	15,761,854

Brief Background of the Candidates

Hoover: Mining engineer; Chairman of Committee for Relief in Belgium (during W.W.I); U.S. Food Administrator; Chairman of European Relief Committee; Secretary of Commerce under Harding and Coolidge; President, 1929-33; after Presidency, coordinated post-W.W.II European Food program; chaired Hoover Commission on reform of the Executive Branch.

Roosevelt: Lawyer; member of the New York State Senate; Assistant Secretary of the Navy; Vice-Presidential nominee in 1920; Governor of New York State.

Vocabulary and Terms

Bolsheviks: Russian Communist Party which carried out the Revolution of 1917.

Bonus Army: Group of World War I veterans who marched on Washington in 1932 to demand early payment of a bonus promised for 1945.

New Deal: Campaign slogan of Franklin D. Roosevelt and the name given for his program of economic recovery from the Depression.

Reconstruction Finance Corporation: Government corporation created by Hoover to extend Federal loans to banks and businesses hurt by the Depression.

Introduction

Bread lines, soup kitchens, millions of unemployed- all of these images of the Great Depression spelled disaster for the Republicans in 1932. Herbert Hoover was unlucky enough to have been President at the beginning of the Depression and candidate for President after it had dragged on for three years.

Many held Hoover responsible for the Depression. "Hoovervilles" were the names given to the shanty towns which sprung up on the outskirts of cities. To "hooverize" meant to do without something. The President had taken some measures to combat the Depression, such as the creation of the Reconstruction Finance Corporation, but many felt that far more radical actions would be needed to pull the nation out of the economic doldrums. In addition, several events in the months immediately prior to the election worsened Hoover's position even more. In the summer of 1932, the "bonus army" of ex-veterans was evicted from its encampment in Washington by army troops led by Douglas MacArthur. In the fall of 1932, the Depression worsened after a brief upturn had given hope to the Hoover administration.

The Democrats meanwhile had nominated Franklin D. Roosevelt, popular Governor of New York State. Roosevelt was challenged at the convention by a coalition of conservative Democrats led by former Presidential candidate Al Smith. However, Roosevelt's managers were able to avoid a convention deadlock and FDR was nominated on the fourth ballot.

Hoover and Roosevelt symbolized two contrasting philosophies of government. The Republican believed that government intervention in the economy should be limited as much as possible. He felt that self-reliance and individual efforts could could the nation out of the Depression.

Roosevelt believed that strenuous government action was vital to lift the nation out of the Depression. Like his cousin Theodore, FDR saw the need for government to act as an initiating force in the struggle for economic and social equality.

Oct 15 1932

ROW, ROW, ROW WITH ROOSEVELT

of pub 32713

(ON THE GOOD SHIP U.S.A.)

by
EDDIE DOWLING
and
J. FRED COOTS



SIDE TWO
BAND ONE

BROTHER CAN YOU SPARE A DIME?

Music by Jay Gorney
Words by E.Y. Harburg

Although this song is not a campaign song, it is included in this collection because it symbolized the mood of despair and shattered dreams that made the electorate turn to a fresh, hopeful personality like Roosevelt. In this sense, it might even be considered to be a campaign song for FDR.

The song first appeared in a 1929 musical called "Americana" and over the next few years it became enormously popular. No other song so movingly captured the feelings of frustration and tragedy that epitomized the Depression. As we listen to the lyrics now, it's easy to understand why many Americans demanded a change in 1932.

They used to tell me I was building a dream,
And so I followed the mob.
When there was earth to plow or guns to bear,
I was always there, right on the job.
They used to tell me I was building a dream,
With peace and glory ahead.
Why should I be standing on line,
Just waiting for bread?

Once I built a railroad,
I made it run.
I made it race against time.
Once I built a railroad, now it's done.
Buddy, can you spare a dime.

Once I built a tower,
Way up to the sun.
Of bricks and mortar and lime.
Once I built a tower, now it's done
Buddy, can you spare a dime.

Once in Khaki suits,
Gee, we looked swell.
Full of that Yankee Doodly Dum.
A half a million boots went sloggin' through hell,
And I was the kid with the drum.
Say don't you remember they called me Al.
It was Al all the time.
Say don't you remember,
I'm your pal.
Buddy, can you spare a dime.

(Repeat first verse)

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SIDE TWO
BAND TWO

MEDLEY: ROW, ROW, ROW WITH ROOSEVELT
by Eddie Dowling and Fred Coots
HAPPY DAYS ARE HERE AGAIN
by Milton Ager

These two spirited songs seem like an antidote to the feelings of "Brother, Can You Spare a Dime?" Optimistic and up-tempo, they illustrate the faith of Roosevelt's supporters in his ability to introduce new measures to end the Depression.

"Row, Row, Row, with Roosevelt" was the official Democratic Campaign song and even though it does not mention any issues, it at least served the function of teaching the proper pronunciation of Roosevelt's name. (In 1936, another song was entitled "Root, Root, Root, for Roosevelt," possibly causing some confusion.)

"Happy Days are here Again" was not written as a campaign song. It was originally a number from a movie musical called "Chasing Rainbows." Since the spirit of the song fit the mood of the Roosevelt campaign so well it was adopted by the Democrats and has been used in every campaign since. Like "Row, Row, Row with Roosevelt" no issues are mentioned, yet the song perfectly expressed the optimistic tone of Roosevelt's acceptance speech in which he said, "I pledge you, I pledge myself, to a New Deal for the American people."

Row, Row, Row with Roosevelt
Now's the time for everyone to cheer
For election day is drawing near,
Put your cares away
Let's view a brighter day
And win with a man we all revere.

Come on and Row, Row, Row with Roosevelt,
On the good ship U.S.A.
Sail with Franklin D.
To victory
And real prosperity.
He's honest, he's strong and he's steady
A chip off the block that gave us Teddy
Come on and row, row, row, with Roosevelt
On the good ship U.S.A.

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Cleveland, Ohio

Happy Days are Here Again

Happy days are here again
The skies are gonna clear again
So let's sing a song of cheer again
Happy days are here again.

All together shout it now
There's no one who can doubt it now
So let's tell the world about it now
Happy Days are here again

Your cares and troubles are gone
There'll be no more from now on

Happy days are here again
The skies are gonna clear again
So let's sing a song of cheer again
Happy days are here again.

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SIDE TWO
BAND THREE

WHAT! NO MICKEY MOUSE?
by Irving Caesar

Although he sensed that his campaign was a lost cause, Herbert Hoover campaigned hard, stressing the measures he took to combat the Depression. An important part of the Republican strategy was to make Roosevelt seem like an irresponsible radical (a similar ploy to that used against Bryan in 1896). In some speeches, Hoover implied that the election of Roosevelt would be a threat to traditional American values and at one point he made a subtle analogy between FDR's philosophy and that which had "poisoned all Europe." (i.e., communism)

This song is much less subtle. Borrowing from the original Mickey Mouse theme, the song not only ridicules FDR by associating him with the famous Disney rodent, but also calls the Democratic nominee a "Bolsheviki Mickey Mouse" who will irresponsibly give away government money, cut taxes and start the country on the road to socialism.



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New York, N.Y.

SIDE TWO
BAND THREE

ROOSEVELT, GARNER AND ME
By Al Lewis and Al Sherman
(Suggested and sung by Eddie Cantor)

© 1933 Irving Berlin, Inc., 1607 Broadway, New York, N.Y.

DocId: 32816

Word

KEEP HIM ON THE J

SIDE TWO: BANDS 5-8

THE ELECTION OF 1948:
TRUMAN'S UPSET VICTORY

<u>Parties</u>	<u>Candidates</u>	<u>Electoral Vote</u>	<u>Popular Vote</u>
Progressives	Henry A. Wallace (Iowa) Glen H. Taylor (Idaho)	--	1,156,103
Republicans	Thomas E. Dewey (N.Y.) Earl Warren (Cal.)	189	21,969,170
Democrats	Harry S. Truman (Mo.) Alben W. Barkley (Ky.)	303	24,105,695
States Rights	Strom Thurmond (S.C.) Fielding Wright (Miss.)	39	1,169,001

Brief Background of the Candidates

Wallace: Agronomist; editor of agricultural magazine; Secretary of Agriculture under FDR Vice President under FDR; Secretary of Commerce under Roosevelt and Truman.

Dewey: Lawyer; Special Investigator of Organized Crime; Manhattan District Attorney; Governor of New York State; Candidate for President in 1944.

Truman: Fought in World War I; briefly in the haberdashery business; served on Jude County Court in Missouri; U.S Senator from Missouri; Vice-President under FDR, became President upon the death of Roosevelt in 1945.

Thurmond: Lawyer; Senator from South Carolina

Vocabulary and Terms

Dixiecrats: Name given to Southern States Rights party which bolted the Democratic Convention over the Civil Rights plank

Jim Crow Laws: Laws which provided for the segregation of facilities in Southern states

Taft-Hartley Act: Law passed in 1947 which placed increased regulations on the actions of labor unions

Whistle Stop: Campaign technique in which the candidate travels through the country on a train, making appearances to crowds on stops in towns and cities along the way.

Production

When Harry Truman became President in 1945 he had the benefit of the traditional "honeymoon" period accorded to new Presidents. However, by 1948 widespread dissatisfaction in the nation seriously threatened his chances for re-election. Post-war inflation, strikes, and a housing shortage all helped the Republicans sweep Congress in 1946. This Congress was the most conservative in years and was able to pass various measures, such as the Taft-Hartley Act, over Truman's vetoes. No Civil Rights or Social Welfare legislation was passed. Truman's campaign was in large part an attack on what he called a "do-nothing" Congress.

Although Truman gained the Democratic nomination in 1948, he suffered defections from the left and right which seriously undermined the unity of the party. A strong Civil Rights plank had been passed at the Convention, largely through the efforts of Hubert Humphrey. In response to this, Southerners walked out of the Convention and nominated Strom Thurmond as candidate of their States Rights or "Dixiecrat" party.

The Democratic Convention was also boycotted by liberal Democrats who disagreed with Truman's policy toward the Soviet Union and urged stronger measures in support of social legislation. This group, calling itself the Progressive party, nominated Henry Wallace as its Presidential candidate.

The Republicans were much more united in 1948. They chose Thomas E. Dewey as their candidate. Dewey, as Manhattan D.A. and Governor of New York, had gained a reputation as a "racket buster" and fighter against organized crime.



SIDE TWO
BAND FIVE

THE SAME MERRY-GO-ROUND
By Ray Glaser and Bill Woolf

The Wallace campaign was a return to the singing campaigns of the past. Songs were contributed and sung by folkingers such as Pete Seeger and Woody Guthrie. Writers such as E.Y. Harburg (lyricist for "Brother Can You Spare a Dime?") contributed songs to the cause. Vice-Presidential candidate Glen Taylor was himself a guitar player and folksinger.

Wallace "songsters" appeared in the tradition of the 19th century singing campaigns for such candidates as William Henry

Harrison, Henry Clay, and Abraham Lincoln. Songs for Wallace stressed such issues as civil rights, increased economic equality through further expansion of New Deal programs and the belief that peace would come through a less hostile attitude toward the Soviet Union.

The Wallaceite's belief in the power of song is indicated in this excerpt from the introduction to Songs for Wallace:

"Songs can move mountains, believe it or not; they can make people laugh or cry; and more important, they can help us fight. The songs given here, by describing the issues of today in simple human terms, can be great weapons in our fight to save America. Let us put these tunes on the lips of millions of citizens."

With this as their philosophy, songwriters for Wallace made issues much more a part of their songs than the songs of any candidate in any recent election. For example, E.Y. Harburg's updated version of "Joshua fit the Battle of Jericho" asked, "Can't you hear his one world trumpet blow/ For to rise up now and fight Jim Crow."

"The Same Merry-Go-Round" does not go into specific issues of the campaign, but expresses a sardonic disillusionment with the two major parties. In fact, it could be used as a campaign song for any third party which wanted to tell voters that "the donkey is tired and thin, the elephant wants to move in... and they're brothers right under the skin." Thus, the two parties are seen as indistinguishable, having "the same bit in their mouth." The only solution is to join the "New Party" (the Progressives).

Unfortunately for Wallace, he had the best songs, but the least votes. In this election, at least, songs were not able to "move mountains."

1. The donkey is tired and thin,
The elephant thinks he'll move in,
They yell and they fuss,
But they ain't foolin' us,
'Cause they're brothers right under the skin.

Chorus: It's the same, same, merry-go-round
Which one will you choose this year?
The donkey and elephant bob up and down
On the same merry-go-round.

2. The elephant comes from the North,
The donkey may come from the South,
If you'll look you'll find,
The donkey's behind,
But they got the same bit in their mouth!

Chorus

3. If you want to end up safe and sound
Get offa the Merry-go-round;
To be a real smarty,
Just join the New Party
And get your two feet on the ground!

Chorus

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SIDE TWO
BAND SIX

DO, DO, DO WITH DEWEY
Words and music by Russell Lord

The Republicans had reason to be optimistic in 1948. Thomas E. Dewey, loser to Roosevelt in 1944, was running against someone who seemed to be a much less formidable opponent. Dewey won the Republican nomination without a major divisive struggle, in marked contrast to the Democrats who were deserted by the Wallace Progressives on the left and the Dixiecrats on the right.

Dewey ran a "safe" campaign, feeling that he was the leader and trying not to alienate anyone. A song like "Do, Do, Do With Dewey" seems to fit in with the campaign style. It also fits in with the general trend away from issues in campaign songs (with the exception of the Wallace songs). It could be argued that the lines "Tell the boys who fought for freedom/ War again will never come" was a reference to the Republican charge that the Democrats were the "war party."

On election day, the folks will vote and say
"We want a new man in the White House."
To show our wild acclaim
We want a man that's game
So let's all sing that Dewey is his name.

Let's all Do-Do-Do with Dewey
He's the man we want to win.
With a mind to do what's right,
He will try with all his might
For his country's calling him.
Tell the boys who fought for freedom
War again will never come.
He will keep our nation free
And save our liberty
So let's all do with Dew-Dew-Ey!

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SIDE TWO
BAND SEVEN

"THE POLLSTER'S SONG"

Tune: Yale Whiffenpoof Song

One of the most famous photos to come out of any campaign is that of Harry Truman holding a newspaper with the headline "Dewey Defeats Truman," after learning of his own victory.

That famous erroneous headline was based on the prediction of most of the major polls that Dewey would win easily. On election night members of the Young Democrats wrote this parody attacking the pollsters. The song mentions Earl Warren (Dewey's running mate and the future Chief Justice), Dewey and the poll takers who turned out to be so wrong.

The song predicts that these pollsters will "pass and be forgotten like Digest." "Digest" refers to the Literary Digest, a publication which predicted victory for Republican Alf Landon over Roosevelt in 1936. The Digest was so spectacularly wrong that it soon went out of business.

The pollsters mentioned in this song (Gallup and Roper) are still in business, but their error in '48 may have helped them refine their techniques.

From a table down at Warren's
To the place where Dewey dwells,
To the dear old Union League they love so well.
Stand the pollsters all assembled,
With their spirits not so high,
And the music of their weeping casts a spell.

Yes the music of their weeping
O'er the polls which missed like hell,
Elmo Roper, Georgie Gallup and the rest,
We will serenade our Dewey
While life and breath do last,
Then we'll pass and be forgotten like Digest.

We are poor little lambs who were led astray
Bah, Bah, Bah.
Little Black sheep who will miss our pay,
Bah, Bah, Bah.
Gentlemen pollsters up a tree
Damned from here to eternity
God please save us from Tom Dew-wee,
Bah, Bah, Bah.

SIDE TWO
BAND EIGHT

I'M JUST WILD ABOUT HARRY (Campaign Version)

Adapted from the original song by
Noble Sissle and Eubie Blake

This old favorite was obviously a natural for Truman. Eubie Blake, the great ragtime composer, wrote the music in 1921, but the spirited tempo of the song captured the fighting spirit of Truman's uphill 1948 campaign. Though he was the incumbent, Truman was really more in the role of the "fighting challenger" in the campaign. Plagued by a hostile Congress, defections among the Democrats, and low funds, the Truman campaign was a battle against the odds. Truman travelled 31,000 miles during the campaign, speaking at whistle stops from the back of his campaign train and attacking the 80th Congress for contributing to ills such as inflation and housing shortages.

This updated version of "I'm Just Wild About Harry" pictures Truman as the one to "follow through" on the New Deal measures started by his predecessor, Franklin D. Roosevelt.

I'm just wild about Harry
And Harry's wild about me.
The fates decreed it,
We concede it,
Harry's made history.
F.D.R. had his New Deal
And Truman now will follow through.
My country's wild about Harry,
And Harry's wild about
Cannot do without
Both my country and me.

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SIDE TWO: BANDS 9-10

THE ELECTION OF 1960: NEW FRONTIERS

Parties	Candidates	Electoral Vote	Popular Vote
Republicans	Richard M. Nixon (Cal.) Henry C. Lodge (Mass.)	219	34,107,646
Democrats	John F. Kennedy (Mass.) Lyndon B. Johnson (Tex.)	303	34,227,096

Brief Background of the Candidates

Nixon: Served in W.W. II; Lawyer; Congressman; Senator; Vice-President under Eisenhower for two terms.

Kennedy: Served in the Navy in W.W. II; Congressman, Senator; won Pulitzer Prize for his book Profiles in Courage

Vocabulary and Terms

Missile Gap: USSR weapons superiority charged by Kennedy in 1960.

Quemoy and Matsu: Nationalist Chinese Islands off the coast of mainland China. Their defense was an issue in 1960.

Sputnik: First satellite launched by the USSR in 1957.

U-2: U.S spy-plane shot down by the USSR in 1959.



"It was an inner music of the soul that separated them," wrote Theodore H. White, the chronicler and bard of the

campaign, who reported also that Nixon wore "Lary Shave" face powder in the first of the great television debates.



"Kennedy Or Nixon—Does It Make Any Difference?" asked historian Arthur Schlesinger, Jr., in the title of his

1960 campaign tract. The difference of opinion among 68.3 million voters was about one-fifth of one percent.

Introduction

Few decades seem to be as clearly contrasting as the 1950's and the 1960's. Our image of the fifties is one of complacency, passivity and lack of societal upheaval. Our image of the sixties is one of rapid change-- revolutions in civil rights and social welfare legislation, accompanied by tragedies such as the Vietnam War and the assassinations of three great leaders.

The election of 1960 can be seen as a symbol of the transition between these two very different decades. Nixon, tied to the fifties through his Vice-Presidency in the Eisenhower administration, opposed Kennedy, a rising star in politics who for many epitomized the hope for changes to come in the sixties.

These two candidates battled in one of the closest elections in American history. The popular vote was split down the middle and the electoral vote result could have been changed by minor shifts of voters in several large states. The election set new records for voter turnout, as millions of voters, made more aware of the election by the first televised debates in history, went to the polls.

In spite of the high visibility of the election, it is difficult for us to isolate the main issues. Nixon basically ran on his record and that of the Eisenhower administration, while Kennedy ran as a fresh face with a promise of "new frontiers." One Kennedy issue was the "missile gap." JFK charged that the Eisenhower administration had not done enough to keep pace with the Russians in the arms race.

Although this charge had little validity, it was probably convincing to many voters who had been shocked by the Soviet launch of Sputnik several years before the election. The Democrats also took advantage of the recession which occurred late in the Eisenhower administration. The economic slowdown added credibility to JFK's calls for job development.

In spite of these issues, the 1960 campaign was one in which the candidate's images took precedence over their positions on particular issues. The two songs from the election reflect this de-emphasis on issues.

SIDE TWO
BAND NINE

GO! GO! GO! REPUBLICAN
Music by Al Lamm
Words by Joe Martin

This song trots out various Republican Presidents in an effort to link the Republican candidate with such past "greats" as Hoover, Taft, Coolidge, Lincoln, and Eisenhower. According to the song our greatest triumphs have been achieved under these Presidents and Nixon's election will naturally carry on this tradition (though he's not mentioned until the third verse). The specific accomplishments of Republicans listed are a "rising standard of living" and the launching of satellites.

Nixon made a serious error at the beginning of his campaign when he pledged to campaign in all 50 states. Worn out by illness, Nixon nonetheless fulfilled the pledge, yet a more prudent course would have been to concentrate more on some of the larger states with more electoral votes. A shift of just a few thousand votes in these states would have given Nixon the election.

1. The history of this nation is a monument of time,
And those who had the courage cleared the land for yours and mine.
Their names will stand forever.
They were for us all the way.
And if they could but just return they'd look at you and say to

Chorus: Go, Go, Go, Go Republican
Put your trust in what free men can do
Go, Go, Go, Go Republican
For the future belongs to you.

2. The standard of our living and the benefits increase,
With satellites in orbit for the world to keep the peace.
If you will just remember, when this progress began,
The man who led us forward, he was Republican.

Chorus

3. In everlasting glory stand the great Republicans
Hoover, Taft and Coolidge and the man called Abraham.
Now Ike is there beside them, in our nation's Hall of Fame.
Who's the man to lead us? Richard Nixon is his name!

Chorus

4. When you've listened to the speeches and you've heard the pros and cons
And carefully you weigh the facts to build your ballot on.
You'll come to one conclusion, just as right as right can be,
Richard Nixon is our President, the nation does agree. So,

Chorus

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SIDE TWO
BAND TEN

HIGH HOPES (Campaign version)
Words and music by Sammy Cahn

This song was originally the academy award winning theme of the movie "A Hole in the Head," starring Frank Sinatra. Sinatra recorded this campaign version of the song in 1960. The optimistic tone of the song is consistent with JFK's "New Frontier" campaign slogan, although the song is devoid of any reference to specific issues in the campaign.

Kennedy's most serious problem in the campaign was the Catholic issue. No President had ever been a Catholic. The only previous Catholic candidate was Al Smith, who lost to Herbert Hoover in 1928. Kennedy's effective handling of charges that as a Catholic President he would subordinate the country's interests to those of the church helped to overcome this obstacle and become the first Catholic President.

However, it was probably the first debate that put JFK in the White House. Nixon had performed well in the famous "kitchen debate" with Khrushchev, but here he looked tired, unshaven and underweight. Kennedy, on the other hand, was the picture of good looks, good health, and confidence. Their differences over such issues as the U-2 incident, the defense of Quemoy and Matsu,

and the "missile gap" were really secondary to the striking contrast between their appearances on the small screen.

Although Nixon looked substantially better for the other debates, the impression created during the first debate never wore off.

1. Everyone is voting for Jack
'Cause he's got what all the rest lack,
Everyone wants to back Jack
Jack is on the right track

'Cause he's got high hopes,
He's got high hopes,
1960's the year for his high hopes,
Come on and vote for Kennedy, vote for Kennedy
And he'll come out on top

Oops! There goes the opposition ker-
Oops! There goes the opposition ker-
Oops! There goes the opposition, Kerplow!

2. K-E-Double N-E-D-Y
Jack's the nation's favorite guy.
Everyone wants to back Jack,
Jack is on the right track.

'Cause he's got high hopes,
He's got high hopes,
1960's the year for his high hopes,
Come on and vote for Kennedy, vote for Kennedy,
He'll keep America strong

Kennedy he just keeps rolling a-
Kennedy he just keeps rolling a-
Kennedy he just keeps rolling along.

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SIDE TWO: BANDS 11-13

THE ELECTION OF 1976:
WHY NOT THE BEST

Parties	Candidates	Electoral Vote	Popular Vote
Republicans	Gerald R. Ford (Mich.) Robert Dole (Kan.)	241	39,147,770
Democrats	James E. Carter (Ga.) Walter F. Mondale (Minn.)	297	40,825,839

Brief Background of the Candidates

Ford: Lawyer; served in the navy in W.W. II; Congressman from Michigan- House Minority Leader; appointed Vice-President by Nixon after Agnew resignation; became President upon resignation of Nixon.

Carter: Engineer; served in the Navy on a nuclear submarine; peanut farmer and wholesaler; Governor of Georgia.



Introduction

The 1976 election was similar in some respects to the 1960 race. Both were close elections in which a switch of a few thousand votes in several states could have altered the outcome. Both featured a contest between a figure established on the National scene (Nixon in 1960 and Ford in 1976) and a newcomer who had waged a carefully planned campaign which had succeeded brilliantly in getting him the nomination (Kennedy in 1960 and Carter in 1976). Both campaigns featured debates- the 1976 campaign was the first since 1960 to have debates, though they do not seem to have had the key role in 1976 that they had in 1960.

There was, however, one crucial difference. While Nixon hoped to benefit from his links with his predecessor (Eisenhower), Ford's main task in the campaign was the free himself from the

specter of his predecessor and from the doubts he had created through his pardon of Nixon.

This was the first "post-Watergate" Presidential election and it's interesting to note how both candidates tried to handle the aftermath of the most serious scandal in American political history. While Carter tried to exploit the Nixon pardon in his ads, juxtaposing quotes by Nixon ("I am not a crook") with quotes by Ford ("I hereby pardon Nixon"), Ford tried to play down the issue by attempting to convince voters that he had successfully guided the nation through a difficult period and that the nation was now on its way back after suffering through the traumas of Watergate and the Vietnam war. Ford's campaign slogan was "He's made us feel proud again."

Both candidates were slowed down by several "blunders" and setbacks during the campaign. Ford's problems included a racist joke by Secretary of Agriculture Earl Butz (who was fired because of it); Ford's statement during one of the debates that the people of Eastern Europe were "free"; and allegations of links between him and the Watergate coverup.

Jimmy Carter's main gaffe was his Playboy interview. Among other things Carter admitted to the interviewer that he had at times "committed adultery in my heart." The interview alienated many of Carter's natural constituents who considered any association with Playboy to be unsavory. In the same interview, Carter made some unkind remarks about Lyndon Johnson which might have cost him Texas had they been exploited more by Ford forces.

SIDE TWO
BAND 11

I'M FEELIN' GOOD ABOUT AMERICA
Words and music by Robert Gardner

This song played a very important role in the Ford campaign as the background for many of Ford's commercials, especially in the late stages of the campaign. The song intended to carry through the theme expressed above in the introduction to this election- that Ford had helped Americans "feel proud" once again- that once again people were "feelin' good about America."

The commercials which used this song opened with shots of a band marching colorfully across the screen as a chorus belted out "I'm Feelin' Good About America." As the music faded, people from different parts of the country explained their reasons why they were "feelin' good" about the country and about Ford. This was followed by shots of Ford himself in crowds, with his family, and at other emotional moments.

The song was recorded in several different versions- country, soul, hard rock, "California sound," and two Spanish versions. Malcolm D. MacDougall, who directed the advertising for the Ford campaign and produced the "Feelin' Good" commercials, described the hypnotic effect the song had on him in his book about the campaign, We Almost Made It:

"Six days before the election 'Feelin' good about America' became trapped in my mind. I woke up at three in the morning with the marching band version parading through my mind. By four o'clock I was mentally dancing the Mexican version, the Spanish lyrics deeping me wide awake. By five I was silently singing the rock version. By six my brain was running through twenty or so verses with the oboe and guitar accompaniment. By seven I was standing in the shower singing out loud... The song stayed with me for the next six days. To all outward appearances I was a normal human being. I could talk naturally. I even made a speech in Columbus, Ohio without once breaking into song. I could make decisions and act businesslike in meetings. I was even able to sleep a little. No one suspected that all through the last six days of the campaign I was a walking jukebox, playing the same song over and over and over again, a song that only I could hear. It added to the torture of the last week of the campaign." (MacDougall, pages 200-201)

There's a change that's come over America
A change that's great to see.
We're living here in peace again,
We're going back to work again
It's something great to see!
I'm feelin' good, about America
And I feel it everywhere I go.
I'm feelin' good, about America
And I feel you ought to know,
That I'm feelin' good about America,
It's something great to see!
I'm feelin' good about America
I'm feelin' good about me!

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SIDE TWO
BAND TWELVE

ME SIENTO TAN BIEN EN CUANTO A AMERICA
("I'm Feelin' Good"-- Spanish version)

Both candidates realized the growing significance of the Hispanic vote in this campaign. The appeal to an increasingly bilingual electorate is evident in this campaign song. Ford tried to recruit celebrities to appeal to the various Hispanic constituencies- Vicki Carr for the Mexican-Americans, Tony Orlando for the Puerto Ricans, and Cesar Romero for the Cubans. Cesar Romero was the only one to do a commercial, so for the other groups the Ford campaign utilized one of the Spanish versions of "Feelin' Good." (There were two Spanish versions- one Mexican and one meringue-Caribbean.)

Ford's attempts at inroads into the Hispanic vote failed as Carter carried over 90% of this group. Carter was undoubtedly helped by the fact that he himself spoke Spanish and made several commercials for Spanish speaking radio and TV stations in which he talked to the Hispanic voters in their native language. On his election eve program, Carter answered a question from a Mexican American in Spanish as the English subtitles flashed across the screen.

Hay un cambio que se ha dado en América
Un cambio que sí da gusto ver
Vivimos juntos otra vez
Trabajamos otra vez,
Esta mejor que ayer.
Me siento tan bien en cuanto a América
Y lo siento por quiera que voy
Me siento tan bien en cuanto a América
Y quiero que usted lo sepa hoy.
Y yo me siento tan bien en cuanto a América
Es algo que da gusto ver aquí
Me siento tan bien en cuanto a América
Y me siento tan bien en cuanto a mí.

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(see information for English version)

SIDE TWO
BAND THIRTEEN

WHY NOT THE BEST
(JIMMY CARTER FOR PRESIDENT)
Words and music by Jack Turner

Jimmy Carter's victory in 1976 was the product of four years of careful planning in which the relatively unknown Governor of Georgia gathered enough support to be nominated and elected President. Carter was so little known at the beginning of his quest that three years before the election a "What's My Line" panel was unable to identify him as the Georgia Governor.

As chairman of the Democratic Campaign Committee in 1974, Carter was able to travel throughout the country and become familiar with party leaders. Through a series of important primary victories and gradual accumulation of delegates Carter was able to win easy nomination on the first ballot at the 1976 Convention. "Why not the Best" was played along with a film about Carter shown at the Convention after his victory there. The song was produced by Capricorn Records- a Georgia based company whose artists included Southern rock groups such as the Allman Brothers and the Marshall Tucker Band. The song's title is based on the Democratic campaign slogan and the title of a book by Carter.

In 1976 the Democrats found themselves in the unusual position of being united behind their candidate. The '76 convention was a far cry from the '68 disaster and there was no fear of a landslide such as that which struck the McGovern campaign. However, Carter's 17 point lead in the polls at the time of the Convention shrank as the campaign progressed due to a strong Ford campaign and blunders such as the Playboy interview. Carter was also stung by the frequent charge that he was trying to take all sides of every issue.

Nonetheless, Carter was able to regain the momentum by Election Day. His narrow victory has been explained by varying factors including the preference of the electorate for Mondale over Dole; Carter's victory in New York State- possibly as a result of the aid to New York City issue; and continuing effects of the Nixon pardon.

I heard a young man speaking out, just the other day.
So I stopped to take a listen, to what he had to say.
He spoke straight and simple, with that I was impressed.
He said, "Once and for all, why not the best?"

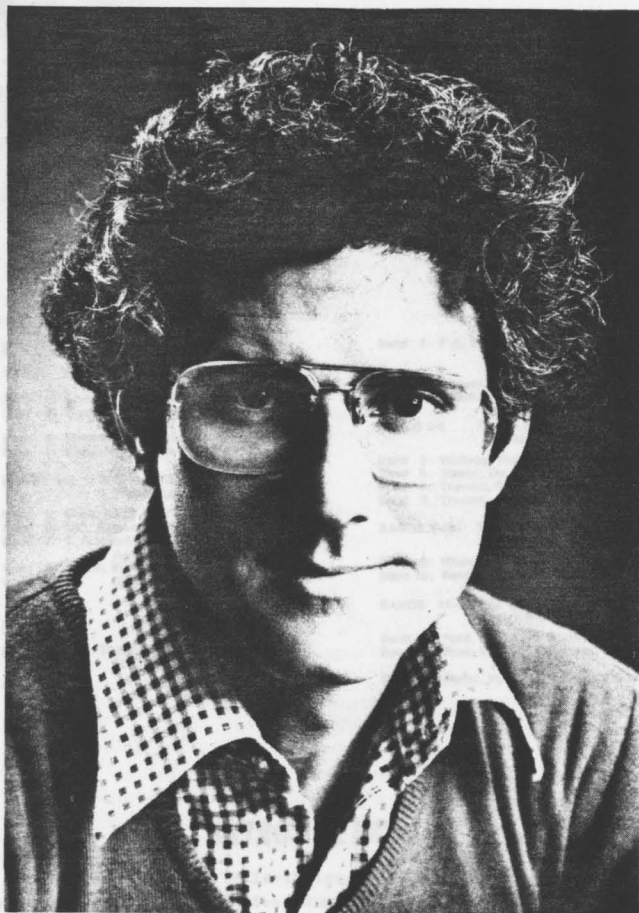
He said his name was Jimmy Carter, and he was running for President.
So he laid out a plan of action, it made a lot of sense.
He talked about the government, and how good it could be
For you and me.
That's the way it ought to be right now,
Once and for all, why not the best?

He spoke straight and simple and I began to understand
That I was listening to quite a man talking to me.
And I began to see.
We need Jimmy Carter, why settle for less?
America! Once and for all, why not the Best?
We need Jimmy Carter. We can't afford to settle for less!
America! Once and for all, why not the best?

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Peter Janovsky

Biography

Peter Janovsky is Assistant Principal and Chairman of the Social Studies and Music Departments at Grace Dodge Vocational High School in New York City. He is also a guitarist and folksinger who performs at colleges, coffeehouses, and folk festivals throughout the East. He has appeared on New York radio stations as well as on the National Public Radio Network.

In his classes, as well as his concerts, Janovsky uses the songs of a period in history to help bring that period to life for his students and audiences. He has presented workshops and performed at Conventions of the National Council for the Social Studies as well as at local conventions, libraries, and historic houses.

Janovsky also writes serious and satirical songs, many of them about the joys and trials of life in New York City. In a 1975 profile in the *New York Times*, Richard Shepard referred to him as a "lyrical, local patriot."

Richard B. Morris, Professor Emeritus of History at Columbia University, called Janovsky, "a delightful performer of historical music."

Also by Peter Janovsky

FOLKWAYS RECORDS FSS 37260

WINNERS & LOSERS

Campaign Songs from the Critical Elections in American History
Volume 1-38003875 Sung and with Notes by Peter Janovsky

SOURCES OF THE SONGS

It Won't Go Down At All	<u>Sixteen Silver Songs</u> , Lincoln, Neb., 1896; Library of Congress
No Crown of Thorns, No Cross of Gold	Sheet Music; Library of Congress
Poor Little Orator Boy	McKinley Songster; New York Historical Society
William Will	Sheet Music, Library of Congress
Bring Your Houn'	Sheet Music, Library of Congress
Get On the Raft With Taft (1912 version)	Sheet Music, Library of Congress
We're Ready for Teddy Again	<u>Songs America Voted By</u> , Irwin Silber, (Harrisburg, Pa., 1971)
Wilson, That's All	Sheet Music, Library of Congress
Brother, Can You Spare a Dime	Sheet Music, New York Public Library, Lincoln Center
Row, Row, Row, with Roosevelt	Sheet Music, New York Historical Society
Happy Days are Here Again	Sheet Music, New York Public Library, Lincoln Center
What! No Mickey Mouse?	Sheet Music, New York Public Library, Lincoln Center
The Same Merry-Go-Round	<u>Songs for Wallace</u> , Roy Glaser and Bill Woolf, also in <u>Songs America Voted By</u>
Do, Do, Do With Dewey	Sheet Music, New York Public Library, Lincoln Center
Pollsters Song	New York Public Library, Lincoln Center
I'm Just Wild About Harry (Campaign version)	<u>Songs America Voted By</u>
Go! Go! Go! Republican	Sheet Music, Library of Congress
High Hopes (Campaign Version)	<u>Songs America Voted By</u>
I'm Feelin' Good About America	Gardner Communications, San Francisco, CA
Why Not the Best	Democratic National Committee, Washington D.C.

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- Time, July 26, 1976 and November 15, 1976.
- Volume I of "Winners and Losers" (Folkways FS 37260) has campaign songs from 1800 to 1876.

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BANDS 1-3 THE ELECTION OF 1800:

Emergence of the Two Party System

- Band 1: Overture and Yankee Doodle for Adams
Band 2: American Liberty or The Sovereign Right of Thinking
Band 3: Jefferson and Liberty

BANDS 4-6 THE ELECTION OF 1828:

Triumph of Jacksonian Democracy

- Band 4: Jackson—The Hunters of Kentucky
Band 5: J.Q. Adams—Jackson and the Milltamen
Band 6: Jackson—Johnny Q. My Jo John

BANDS 7-11 THE ELECTION OF 1844:

Mandate for Expansionism

- Band 7: Harrison: Tip and Ty (from the election of 1840)
Band 8: Clay: Ye True Hearted Whigs of the Union
Band 9: Clay: Clay and Frelinghuysen
Band 10: Polk: Young Hickory
Band 11: Polk: Goodbye Harry

BANDS 1-6 THE ELECTION OF 1860:

Prelude to Civil War

- Band 1: Slavery is a Hard Foe to Battle
Band 2: Bell: Blow Ye Winds in the Morning
Band 3: Douglas: Old Uncle Abe
Band 4: Breckenridge Breckenridge and Lane
Band 5: Lincoln: The People's Nominee
Band 6: Lincoln: The People Had Five Candidates
BANDS 7-11 THE ELECTION OF 1876:
The End of Reconstruction
Band 7: Oh I'm a Good Old Rebel
Band 8: Tilden: Let No Guilty Man Escape
Band 9: Tilden: Marseillaise for Tilden
Band 10: Hayes: The Bloody Hand of Treason
Band 11: Hayes: Our Country Must Be Free