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Guide to the Presidential Campaign Mementos 1935-1968



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Descriptive Summary

Identifier	ICU.SPCL.CRMS241
Title	Presidential Campaign Mementos
Date	1935-1968
Size	2.5 linear feet (2 boxes)
Repository	Special Collections Research Center University of Chicago Library 1100 East 57th Street Chicago, Illinois 60637 U.S.A.

Abstract This collection contains materials relating to American presidential campaigns dating from the 1930s to the late 1960s. Some of the materials in this collection are related to campaign and marketing, while others relate to questions about government policies and programs during the period. The collection includes newspaper clippings, political poems, comics, essays, open letters, as well as posters and banners of specific candidates.

Information on Use

Access

The collection is open for research.

Citation

When quoting material from this collection, the preferred citation is: Presidential Campaign Mementos, Crerar Ms 241, Special Collections Research Center, University of Chicago Library

Scope Note

This collection contains materials relating to the United States Presidency and various campaign materials. The materials date from 1935 – 1968 and contain materials relating to the Landon/Knox campaign in 1936, Willkie/McNary campaign in 1940, Dewey/Bricker campaign in 1944, Dewey/Warren campaign in 1948, the general 1952 election, the general 1960 campaign, the campaigns of Goldwater/Miller and Johnson/Humphrey in 1964, and the general 1968 election.

While the majority of the collection relates to specific campaigns and the individuals running, other parts of the collection provide insight into topical and political issues over the period, such as the New Deal, the multiple terms of FDR, and the assassination of JFK.

The collection is divided into two series: Ernest Hermann Personal Documents and Presidential Campaigns. The materials date from 1935-1968, with the majority of the materials dating from the 1930s and the 1960s. The collection provides insight into how presidential campaigns were run, as well as what issues were important to specific parties during this period.

Series I, Ernest Hermann Personal Documents, contains materials relating to the personal and political life of Ernest Hermann. The materials in this series date from 1935-1940. The series contain letters, an invitation to a dinner party, and a program from an event he attended.

Series II, Presidential Campaigns, contains materials that relate to presidential elections and presidential campaigns. The series contains newspaper clippings, campaign memorabilia, essays, open letters, topical and campaign brochures, as well as several political poems and comics about Franklin Delano Roosevelt and the New Deal.

Subject Headings

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- Republican Party (U.S. : 1854-)
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- Presidents -- Election
- Elections
- Political campaigns

INVENTORY

Series I: Ernest Hermann Personal Documents

This series contains several personal documents of Ernest Hermann. These include letters, dinner invitations, and programs from his time in political activism.

Box 1

Folder 1

Letters and Programs 1935-1940

- Hermann's Presidential Campaign Folder – undated

Series II: Presidential Campaigns

This series includes different types of campaign memorabilia and documents relating to the American presidency and election process. Within the series, there are newspaper clippings, topical and campaign brochures, comics and essays, books and booklets concerning the American presidency, and various posters, banners, buttons, and marketing documents from various campaigns.

Box 1

Folder 2

Newspaper Clippings, 1940-1964

Box 1

Folder 3

Open Letter, Essays, Political Poems, Comics, 1936-1964

Box 1

Folder 4

Campaign Posters, Stickers, Banners, undated

Box 1

Folder 5

Campaign and Topical Brochures, 1936-1964

Box 1

Folder 6

Booklets and books on campaigns and presidency, 1935-1968

Box 2

Folder 7

Campaign Posters, Oversized, undated

Box 2

Plastic Elephant, undated