

This 1940 Campaign May Seem Exciting But It's Pretty Tame Compared to the Riotous Harrison-Van Buren Race in 1840

By ELMO SCOTT WATSON
(Released by Western Newspaper Union.)

WITH two such colorful personalities as President Roosevelt and Wendell Willkie as opposing candidates and the third term issue supplying material for heated debate, this year's campaign promises to become one of the hottest presidential contests in recent years. But it is doubtful if it will be as exciting as the one which stirred America 100 years ago when Martin Van Buren was the Democratic nominee and Gen. William Henry Harrison was the champion of the Whigs.

Although the campaigns of 1840 and 1940 are a full century apart, they offer some interesting parallels. In both cases there has been a crossing of party lines in the selection of presidential or vice presidential candidates. In 1840 Harrison's running mate on the Whig ticket was John Tyler, a Democrat. In 1940 the Democratic vice presidential nominee is a former Republican and the Republican candidate for President is a former Democrat.

In 1840 the Democrats, who had been in power for 12 years, were trying to keep a President in the White House for another four years. Opposed to them was a young, vigorous party which had been defeated four years earlier. In 1940 the Democrats, who have been in power for eight years, are trying to extend that period to 12 years under the same leader. Pitted against them is a rejuvenated Republican party, striving to stage a comeback after two successive defeats.

A 'Packed' Convention.
For a proper understanding of the tumultuous 1840 campaign it is necessary to go back to the 1836 presidential race. Before the end of his second term President Andrew Jackson had determined to make Vice President



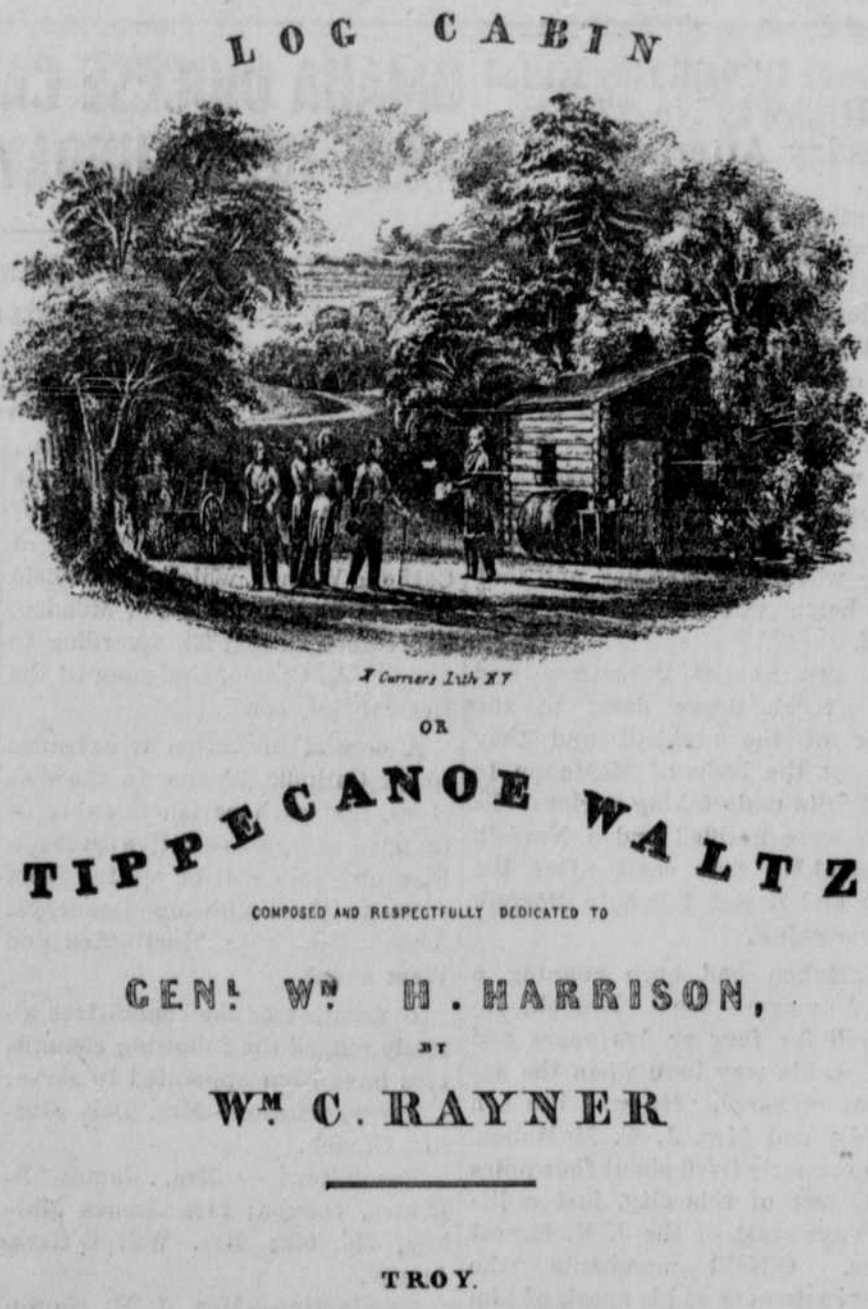
MARTIN VAN BUREN

Martin Van Buren his successor in the White House. So "Old Hickory" arranged to have a nominating convention held a year and a half before the election. By "packing" this convention, which was held in Baltimore in May, 1835, with delegates which he controlled, Jackson dictated the nomination of Van Buren for President and Richard M. Johnson of Kentucky for vice president despite the opposition of the southern wing of the party. This wing bolted the party and nominated Sen. Hugh L. White of Tennessee for President and John Tyler of Virginia for vice president.

Despite this defection in the party ranks, Van Buren and Johnson managed to win the election of 1836 because the Whigs were also split. They had nominated Gen. William Henry Harrison of Ohio for President and Francis Granger for vice president, but there was another Whig ticket in the field headed by Daniel Webster of Massachusetts for President and the same vice presidential nominee, Francis Granger. In the election Van Buren carried 15 states and received 170 electoral votes, enough to win for him over Harrison's 73 electoral votes, Webster's 14, White's 26, and the 11 of South Carolina which went to Willis P. Mangum of North Carolina.

An Unhappy Administration.
Van Buren's administration was an unhappy one. He inherited all of the difficulties growing out of Jackson's financial policies. Then came the panic of 1837 which resulted from a boom period caused by the craze for internal improvements. Despite these troubles and a growing dissension within the Democratic party, Van Buren managed to win the nomination for re-election in 1840.

The Whigs again nominated Harrison and, in an attempt to attract the dissatisfied Democrats to their banner, they chose for



Title page of a campaign song of 1840.

Harrison's running mate the Democrat John Tyler. Harrison's military record was his chief recommendation as a presidential candidate. The son of Benjamin Harrison of Virginia, a signer of the Declaration of Independence, he had joined the army as an ensign at the age of 19, and had served against the Indians in Ohio under St. Clair and Wayne. In 1795 he was promoted to captain and placed in command of Fort Washington on the present site of Cincinnati.

Two years later he resigned his commission and was appointed secretary of the Northwest Territory from which in 1790 he was chosen a delegate to congress. When the territory was divided in 1801 he was made governor of the new Territory of Indiana and in that position won the victory over the Indians which gave him the sobriquet of "Old Tippecanoe."

At the outbreak of the War of 1812 he was appointed brigadier general, placed in command of the Northwest frontier and defeated the British and Indians at the Battle of the Thames at which the famous Shawnee chief, Tecumseh, was killed. Promoted to the rank of major-general, he resigned from the army in 1816 when he was elected to congress from Ohio. After serving three years in congress, he was elected a state senator in 1819 and five years later he was sent to the United States senate. In 1828 he was appointed minister to Colombia but he was recalled when Jackson became President.

A Candidate Minus a Platform.
In nominating Harrison for President in 1840 the Whigs failed to provide him with any platform of party principles for the very good reason that they had none except that of wanting to be in power. But, as it turned out, they didn't need a platform.

Despite the fact that there was great dissatisfaction with Van Buren's administration, largely due to the depression which followed the panic of 1837 and a growing feeling that Van Buren had become "too aristocratic" for the common people, the Democrats might easily have won the election. They were the party in power, had all the resources of patronage and their leader was known as the "Little Magician," a tribute to his astuteness as a politician.

But Van Buren's followers made several very bad political blunders and the Whigs were quick to take advantage of them. One of the Whig newspapers, which was not very enthusiastic about the party's candidate, printed the statement that "give him a barrel of hard cider and a pension of \$2,000 a year and, our word for it, he will sit the remainder of his days in a log cabin by the side of a 'sea coal' fire and study moral philosophy."

Candidate of the 'Plain People.'
Despite the fact that Harrison lived as a well-to-do country gentleman at his home, North Bend, in Ohio, the Whigs industriously cultivated the idea that he lived in a log cabin, toiled in the fields as a simple farmer and was indeed one of the "plain people." In contrast to his simplicity was the palatial luxury in which the

aristocratic Van Buren was said to be living at the White House.

Whig orators denounced the Democratic candidate's extravagance. They declared he was "maintaining a royal establishment at the cost of the nation. Will the people feel inclined to support their chief servant in a palace as splendid as that of the Caesars and as richly adorned as the proudest Asiatic mansion?"

Instead of defending their candidate from such exaggerated charges as this, the Democrats added fuel to the flame by the names they called Harrison—"a super-annuated old woman," "a pitiable dotard," "a granny," "a red-petticoat general," and "the hero of forty defeats." All of this, plus the Whigs depicting him as a great military hero and a simple farmer, served to endear Harrison to the "common peep-ul," especially the farmers and backwoodsmen.

The alliterative "Tippecanoe and Tyler, Too!" became their favorite slogan and when they weren't shouting that, they were chanting "Van, Van is a used-up man!" or "With Tip and Tyler, We'll Bust Van's Biler!"

A Stirring Symbol.
Not only did the Whigs have such effective slogans as those quoted above but they also had a striking symbol for their cause.



W. H. Harrison

They mounted log cabins on wheels and drew them through the streets with teams of white horses. At their rallies hard cider was freely dispensed—in fact, the campaign of 1840 has come down in history as the "Log Cabin-Hard Cider Campaign."

Never before—and never since—had there been such a noisy campaign and one so completely dominated by emotion. And so William Henry Harrison was borne into the White House on this flood of ballyhoo (even though that word hadn't yet been coined). But it was a hollow victory for the Whigs. Within a month after Harrison's inauguration, he died—and John Tyler, the Democrat, became President. Throughout his administration he quarreled with the leaders of the party that had elected him. So four years later they turned at last to Henry Clay but he was defeated by James K. Polk, the Democratic nominee, and the first "dark horse" in American political history.

Wardrobe of College Girl Has Attractive, Pace-Setting Styles

By CHERIE NICHOLAS



OF ALL the highspots in a college girl's life, what adventure so charged with thrills and moments of excitement as the mad, merry quest for back-to-school "clothes" that recurs each fall of the year!

The college girl's what-to-wear problem certainly received the perfect answer recently in a preview of fashions presented in a series of style clinics held in the great, known far-and-wide Merchandise Mart of Chicago where gather semi-annually hundreds of merchants who are ever on the alert to sense fashion trends in advance. The two coats illustrated herewith were particularly stressed as types style-ambitious co-eds are sure to favor.

You can tell at a glance the message of the model to the right. Yes, it's most assuredly spotted fur! Leopard and ocelot and fur of kindred type will fairly stampede the spectator sport grandstand when the football season is on. It is a youthful fur and it's going to be the "rage" this season. In the picture it trims a zipper coat in olive green. The bag problem is solved with a muff bag of the ocelot worked with the self-wool that fashions the coat. Fashion scouts looking for the ideal black coat this season will hail the model to the left as a real "find." It has a zipper fastening. You'll love the big pockets bound with Persian lamb (very smart again this season) and the hood is detachable, may be worn as a collar. Black is tremendously smart this season; keep this in mind when you go to look up new coats.

With almost uncanny wizardry designers are designing such ingenious contrivances as linings that zip in and out of coats in the twinkling of an eye, jackets, coats, and even

dresses are made reversible and with a mere sleight of hand gesture of the wearer your garment is a monotone or a vivid plaid at your will. Hoods are convertible into collars, detachable pinafore skirts give you two dresses in one, and for more change this same double-duty skirt serves as a cape. A handbag is a handbag one moment and the next it develops into a muff; hats have removable brims, and so on this necromancy in wearing apparel continues. It behooves every college girl to seek out fashion's "latest improvements" for it means economy in dress as well as being first in your set to proudly flaunt the "new."

Just a word about the little pen-and-ink sketches in the background of our illustration. They are items gleaned from the aforesaid style preview that will "put you wise" as to a few of the fashion highlights that will enliven your college career.

Mentioning them briefly, there's the American jeweled flag pin at the top to the left that tells of the widespread vogue for patriotic jewelry. Wear it on your lapel. And the cunning fringed shawl of green jersey with hat to match. See it centered to the left? It's adorable. Below note the many-strand necklace and bracelet of large pearls. It's the latest. The sketch at the center top tells you that huge fur pockets on coats are tres chic. A triangle or square babushka head kerchief of multi-colored gleaming rayon satin worn peasant style you must have. You will not be able to resist a brush wool sweater with lacy crocheted hood as shown below to right. The snow-white house robe of fleecy texture as sketched center below is destined to become a college girl classic. This robe is "big news." (Released by Western Newspaper Union.)

Novelty Purse



New is the purse mounted on a wide shoulder band as pictured. In this instance the purse is really part of a jewelry ensemble. Bright gold and topaz are used for bracelet, earrings, purse clip and ring. Wings is the motif for the purse clip and small earrings. Both are jeweled with topaz which also is used for the finger ring. The jewelry ensemble is worn with a three-piece black wool crepe suit highlighted with earth green suede accessories.

Very interesting is the hat which has a crocheted wool crown with black velvet brim and upright quill in black and white. Designers are enthusiastic over the use of hand crochet. Very new is the idea of a cloth jacket with crocheted sleeves of color-matched yarn, pockets of the crocheted added. A new feature also is insets of crochet, such as yarn-crocheted triangles worked into a cloth dress.

Two-Piece Dress Looks Like a Suit

One of the most successful fashions for early fall is the two-piece dress that looks like a suit. You will see the smartest models with the new two-piece look developed in wool, in satin and in velveteen this fall. This type dress makes you look thin, for there is absolutely no bulkiness round the waistline. Thus the long-torso line is accentuated.

In some instances skirts are seamed on to the new longer-length jackets, which actually gives impression of a two-piece. Often large flap pockets are added, the newest idea being for pockets made of flat fur.

Patriotism Theme Becoming Popular

Wear a bejeweled flag pin. Everybody's doing it. Perhaps you like the American eagle better and it is spreading its jeweled wings on many a suit lapel.

The vogue for patriotic themes extends to every phase of fashion. The new star pattern prints are very attractive. Red, white and blue checked taffeta is being made up into children's dresses. Milliners are making hat and bag sets of red, white and blue jersey.

Pinafore Prettiness

Pinafore styles meant for play and sports occasions have lost none of their demurely decorative features. Many of them have lace edges on their pockets, collars and cuffs. Ruffles at hems and shoulder straps, shirring on pockets, and quaint matching bonnets that tie with a bow under the chin, are some of the favorite details.

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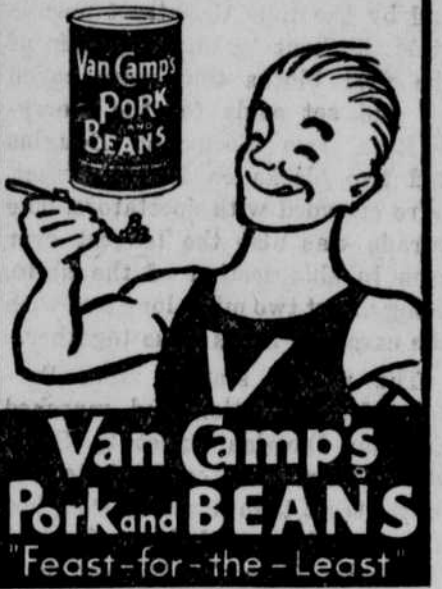
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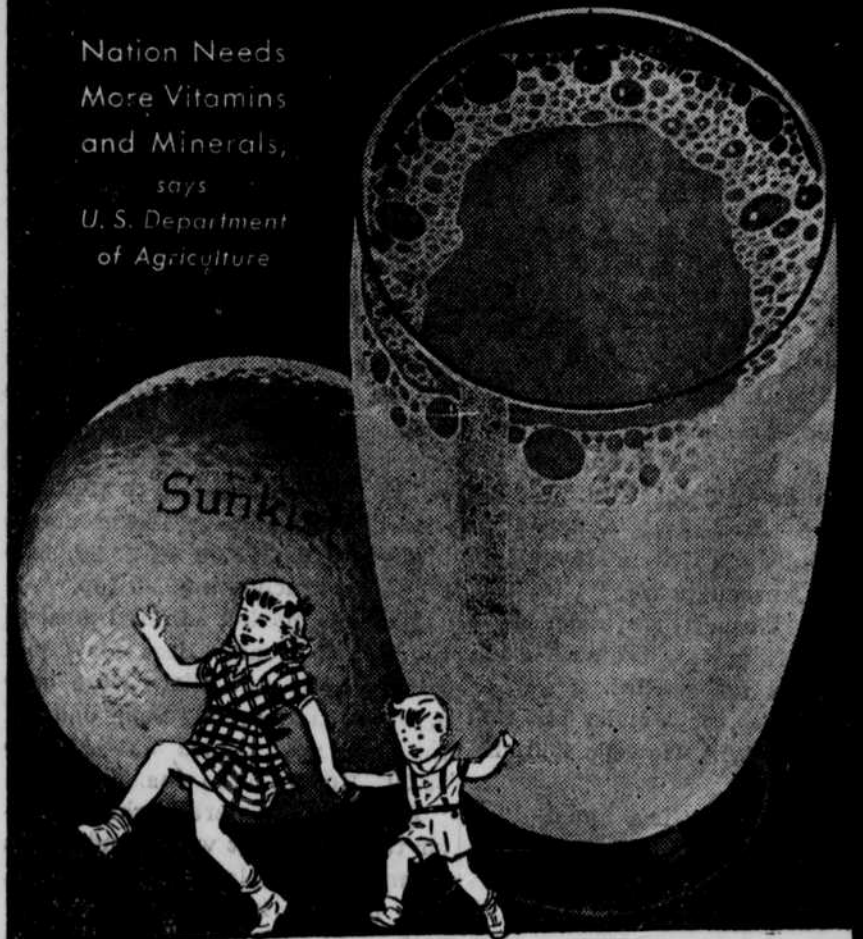
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