Guide to the United States campaign literature collection, 1928-1978M0227

Department of Special Collections and University Archives
1999; revised 2019
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Language of Material: English
Contributing Institution: Department of Special Collections and University Archives
Title: United States campaign literature collection
Identifier/Call Number: M0227
Physical Description: 1.5 Linear Feet
Date (inclusive): 1912-1978

Scope and Contents
Also includes miscellaneous material for campaigns other than the presidential race, and miscellaneous earlier campaigns. There is also materials about political campaigns by the Communist Party, the I.W.W., and various other socialist and labor organizations.

Preferred Citation
[Identification of item] United States campaign literature collection (M0227). Department of Special Collections and University Archives, Stanford University Libraries, Stanford, Calif.

Provenance
Various sources.

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Conditions Governing Access
The collection is open for research. Note that material is stored off-site and must be requested at least 36 hours in advance of intended use.

Subjects and Indexing Terms
United States -- Politics and government.
McGovern, George S. (George Stanley), 1922-2012
Republican Party (U.S.)
Democratic Party (U.S.).
Socialist Party (U.S.)
Communist Party of the United States of America
California State Federation of Labor

GOP - Nixon Campaign 1960, 1968
box 1, folder 1 Book: Where He Stands - the Life and Convictions of Spiro T. Agnew
box 1, folder 2 Bumper stickers and buttons
box 1, folder 3 Flyers and newsletters
box 1, folder 4 Organization Manual - United Citizens for Nixon-Agnew Club
box 1, folder 5 Pamphlets
box 1, folder 6 Miscellaneous
Box 5, Folder 1 Flyers and newsletters 1968
Box 5, Folder 2 Organization Manual - United Citizens for Nixon-Agnew Club 1968
Box 5, Folder 3 Pamphlets (part 1 of 2) 1968
Box 5, Folder 4 Pamphlets (part 2 of 2) 1968
Box 5, Folder 5 Commitment ‘68 Action Team materials 1968
Box 5, Folder 6 Sample questions and answers 1968
Box 5, Folder 7 Flyers for Nixon speech 1968
Box 5, Folder 8 Speaker’s Kit 1968
Box 6, Folder 21

**Flyers 1960**

**GOP - Nixon Campaign 1972**

box 1, folder 7

**Bumper stickers and buttons**

box 1, folder 8

**Flyers and newsletters and news clippings**

box 1, folder 9

**Campaign letters**

box 1, folder 10

**Pamphlets**

box 1, folder 11

**Miscellaneous**

Box 5, Folder 9

**Flyers and newsletters 1972**

Box 5, Folder 10

**Pamphlets (part 1 of 2) 1972**

Box 5, Folder 11

**Pamphlets (part 2 of 2) 1972**

Box 5, Folder 12

**Precinct cards 1972**

Box 5, Folder 13

**Invitations to a reception hosted by the Santa Clara County Women's Committee for the Re-Election of the President 1972**

**Democratic Party - McGovern Campaign 1972**

box 2, folder 12

**Bumper stickers and buttons**

box 2, folder 13

**Flyers and news clippings**

box 2, folder 14

**Campaign letters**

box 2, folder 15

**Pamphlets and reports**

box 2, folder 15a

**Democrats in Convention 1972**

Physical Description: (booklet)

box 2, folder 16

**Miscellaneous**

Box 6, Folder 19

**Campaign letters 1972**

Box 6, Folder 20

**Pamphlets 1972**

1972 Election Year

box 2, folder 17

**General miscellaneous**

Box 5, Folder 14

**General miscellaneous 1972**

Scope and Contents

Includes materials for Joan Irwin (Republican candidate for California Assembly) and a U.S. Army Election Guide.

Box 3

**Binder - Republican Platform and fact sheets**

box 4

**Oversize - thirteeen campaign posters (located in map drawer)**

Political Ephemera 1973

box 2, folder 19

3. Campaign Literature - Central Palo Alto Residents' Association
5. Mimeographed letter - Paul N. McCloskey Jr., Congressman June 29, 1973

Earlier Political Ephemera 1912-1968

Box 6, Folder 1

**Republican campaign 1912-1916**

Scope and Contents

Includes: I'm for Hiram Johnson ribbon; and pamphlet supporting Charles Hughes and Charles Fairbanks.

Box 6, Folder 2

**Bruére, Robert Walter: Following the Trail of the I.W.W. 1918**

Scope and Contents note

Following the trail of the I.W.W.

Box 6, Folder 3

**Communist Party of the U.S. National election campaign committee [UNK] speeches 1928**
<table>
<thead>
<tr>
<th>Box 6, Folder 4</th>
<th>National Platform of the Workers (Communist) Party: National Platform of the Class Struggle 1928</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 6, Folder 5</td>
<td>Democratic campaign: Suffer Little Children to Come Unto Me - speech of Alfred E. Smith 1928</td>
</tr>
<tr>
<td>Box 6, Folder 6</td>
<td>Campaign material opposed to Herbert Hoover 1928</td>
</tr>
<tr>
<td>Box 6, Folder 7</td>
<td>Socialist Party (U.S.) campaign materials 1932</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes list of elected socialist officials, pamphlets, flyers, memorandums, and membership reports.</td>
</tr>
<tr>
<td>Box 6, Folder 8</td>
<td>Democratic Party Platform 1934</td>
</tr>
<tr>
<td>Box 6, Folder 9</td>
<td>Communist Party of the U.S. campaign materials 1936</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes acceptance speeches, election platform, and other pamphlets.</td>
</tr>
<tr>
<td>Box 2, Folder 18</td>
<td>On with Roosevelt! Committee. Membership Card</td>
</tr>
<tr>
<td>Box 6, Folder 10</td>
<td>Socialist Party 1940</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes: We Take Our Stand! 1940 Socialist Platform; Which Way America? The Real Issue of 1940; and a flyer for Norman Thomas (Socialist Party presidential candidate).</td>
</tr>
<tr>
<td>Box 6, Folder 11</td>
<td>Republican campaign 1944</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes Proposed Amendments to Constitution: Propositions and Proposed Laws Together with Arguments to be Submitted to the Electors of the State of California, and Flagrant Misrepresentations at the Democratic Convention of 1944.</td>
</tr>
<tr>
<td>Box 6, Folder 12</td>
<td>Gaer, Joseph: What Every Voter Should Know and do in 1946 (CIO Political Action Committee pamphlet) 1946</td>
</tr>
<tr>
<td>Box 6, Folder 13</td>
<td>Democratic campaign 1948</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes cartoons, pamphlets, platforms, and flyers.</td>
</tr>
<tr>
<td>Box 6, Folder 14</td>
<td>Republican campaign 1948</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes a reprint from Look magazine titled, &quot;Earl Warren... his life in pictures&quot;.</td>
</tr>
<tr>
<td>Box 6, Folder 15</td>
<td>1954 Pro American Campaign Kit 1954</td>
</tr>
<tr>
<td>Box 5, Folder 15</td>
<td>Republican campaigns 1954-1968</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents</td>
</tr>
<tr>
<td></td>
<td>Includes materials for Earle P. Crandall (Republican candidate for California Assembly), California 1956 Election Calendar, Flyer for Seventeenth Annual Republican One Hundred Dollar Dinner (Santa Clara County), buttons for Goodwin Knight (Republican governor and gubernatorial candidate), and materials attacking Alan Cranston (Democratic U.S. Senator from California). There are also two unrelated postcards - one blank and one with a price list for jewelry.</td>
</tr>
<tr>
<td>Box 6, Folder 16</td>
<td>California State Federation of Labor: anti right-to-work pamphlets 1959</td>
</tr>
<tr>
<td>Box 6, Folder 17</td>
<td>California Democratic Platform 1966</td>
</tr>
<tr>
<td>Box 6, Folder 18</td>
<td>The AFL-CIO Platform Proposals: Presented to the Republican and Democratic National Conventions 1968</td>
</tr>
</tbody>
</table>