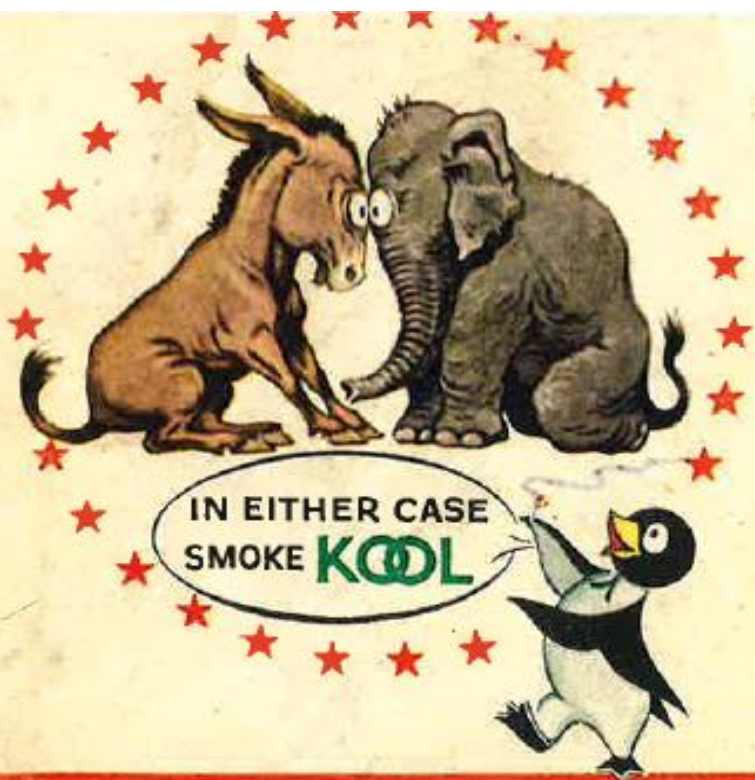




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THE PRESIDENT ★ ★



Qualifications and Term

The qualifications for the presidency as stated in the *U.S. Constitution* are simple and brief. The president must be born a citizen of the United States, reside in the country 14 years, and be at least 35 years of age. The Twelfth Amendment applies the same provisions to the vice-president.

The president is elected for a term of four years, and is inaugurated on the 20th of January following his election. His term of office extends to the next inauguration. At the inauguration ceremonies, the president takes the following oath: "I do solemnly swear (or affirm) that I will faithfully execute the office of President of the United States, and will, to the best of my ability, preserve, protect, and defend the *Constitution of the United States*." The oath is administered by the Chief Justice of the Supreme Court, but any person authorized to administer an oath could do so.

The *Constitution* placed no limits on how many terms a president could serve. When George Washington declined to run for a third term in 1796, he established a tradition which remained unbroken until Franklin Roosevelt successfully ran for a third term in 1940 (the same year KOOLS were introduced in the popular-price Cigarette market), and then a fourth in 1944. The Twenty-Second Amendment, which became part of the *Constitution* in 1951, now prevents a president from serving a third term. If a vice-president succeeds to the presidency and serves more than two years of the unfinished term, he is eligible for election for only one term.





One president had the oath of office administered by his father. In 1923 Calvin Coolidge learned of President Harding's death while visiting his father's farm in an isolated area of Vermont. His father, a notary public, administered the oath before eight witnesses.



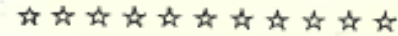
Four of our first five presidents served for two terms: George Washington, Thomas Jefferson, James Madison and James Monroe. Their terms covered 32 of the first 36 years of our nation's history.



Since Monroe, seven other presidents have held office for more than one term, including three who succeeded to the position for part of a term.



The youngest president was Theodore Roosevelt who was 42 when he succeeded to the office. Ulysses S. Grant was the youngest at the time of election—46. The oldest president was William Henry Harrison, at 68, who died after only one month in office in 1841.



POWERS and DUTIES

The office of the presidency is not only one of the most important positions in the world today, it is one of the most rigorous. Even the broad powers listed below, which can only hint at the extent of his responsibilities, present an almost unbelievable burden for one man. In brief summary, the president's powers and duties are:

- ★ Enforcement of the laws.
- ★ Maintenance of peace and order.
- ★ The conduct of foreign affairs.
- ★ Appointment of Ambassadors, Supreme Court justices, and other important officials.
- ★ Commander-in-Chief of the Armed Forces, which includes responsibility for the nation's security and national war efforts.
- ★ Direction over the administration.
- ★ He may grant pardons, reprieves and amnesties, except in cases of impeachment.

A number of organizations have been created to assist the president in carrying out his functions. These units operate directly under the president and are responsible to him. Some of these organizations are:

- ★ The Cabinet
- ★ The White House Staff
- ★ The Council of Economic Advisers
- ★ The Bureau of the Budget
- ★ The National Security Council
- ★ The Office of Civil and Defense Mobilization



From 1897 to 1928, one man, Ira Smith, handled all the White House mail. Today, the White House receives between 3,000 and 5,000 letters each week, handled by a staff of 50 clerks. On occasion the mail has risen as high as 175,000 letters in one day.



SALARY and COMPENSATION

Popular priced KOOLS had been on the market for nearly a decade by 1949 when the president began receiving an annual salary of \$100,000, on which he must pay taxes (usually amounting to about \$40,000). He also receives an expense allowance of \$50,000 per year, and a special travel and entertainment fund of \$40,000. In addition, he has the use of the White House (officially known as the Executive Mansion), a suite of offices, a private railroad car, an airplane and a fleet of automobiles. By a law passed in 1958 (four years after the first filter tip KOOLS were introduced), he will receive a pension of \$25,000 per year, or \$10,000 for his widow, plus an office, salary for clerks, and free mailing privileges.



For nearly one hundred years the president's salary remained at the original \$25,000 per year. This sum was raised to \$50,000 in 1873, and to \$75,000 in 1909.

REMOVAL FROM OFFICE

Other than for reasons of health, a president may fail to finish his term by resigning or being removed by impeachment. He can be impeached on charges of "treason, bribery, or other high crimes and misdemeanors." The House impeaches (which is much like an indictment) and conducts the trial before the Senate, with the Chief Justice of the Supreme Court presiding. A two-thirds vote of the Senate is necessary for conviction. The only penalty is removal from office.



Only Andrew Johnson, was ever impeached, and he was acquitted by one vote.



No president has ever resigned, only vice-president John C. Calhoun in 1832.

PRESIDENTIAL SUCCESSION

If for any reason the presidential office falls vacant, or the president is unable to carry out his duties, those duties are taken up by the vice-president. By the Presidential

Succession Act of 1947, the line of succession after the vice-president would be: the Speaker of the House, President *pro tempore* of the Senate, and then the members of the Cabinet, the first three being the Secretaries of State, of the Treasury, and of Defense.



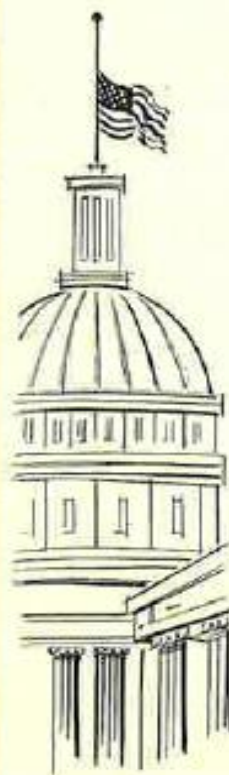
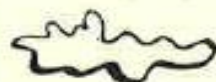
Seven presidents have died in office. The vice-presidents who succeeded them served 23 of the 28 years for which the deceased men were elected. The seven who succeeded to the office were: John Tyler, Millard Fillmore, Andrew Johnson, Chester Arthur, Theodore Roosevelt, Calvin Coolidge and Harry Truman.



All three vice-presidents who succeeded to the presidency since 1900 did well enough to win a full term of office in the next election.



Seven vice-presidents have died in office, equalling the number of presidential deaths. These plus one resignation amount to 15 times in which the office of president and vice-president have fallen vacant in mid-term.



BIOGRAPHY OF

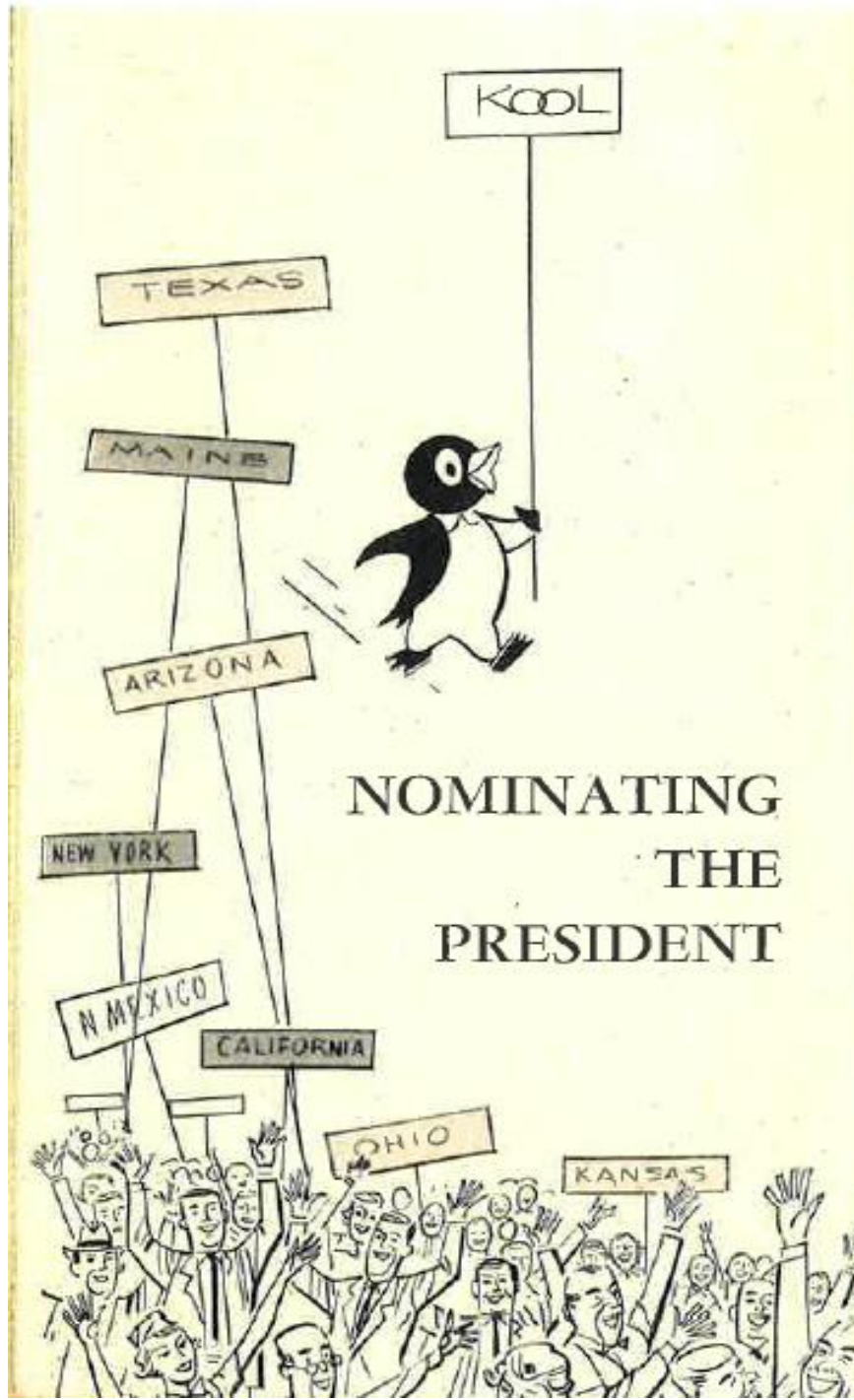
Name	Born	Died	Party	Term
Washington	1732	1799	Federalist	1789-1797
J. Adams	1735	1826	Federalist	1797-1801
Jefferson	1743	1826	Dem. Rep.	1801-1809
Madison	1751	1836	Dem. Rep.	1809-1817
Monroe	1758	1831	Dem. Rep.	1817-1825
J.Q. Adams	1767	1848	Dem. Rep.	1825-1829
Jackson	1767	1848	Democrat	1829-1837
Van Buren	1782	1862	Democrat	1837-1841
W.H. Harrison	1773	1841	Whig	1841-1 mo.
Tyler	1790	1862	Whig	1841-1845
Polk	1795	1849	Democrat	1845-1849
Taylor	1784	1850	Whig	1849-1850
Fillmore	1800	1874	Whig	1850-1853
Pierce	1804	1869	Democrat	1853-1857
Buchanan	1791	1868	Democrat	1857-1861
Lincoln	1809	1865	Republican	1861-1865
Johnson	1808	1875	Republican	1865-1869
Grant	1822	1885	Republican	1869-1877
Hayes	1822	1893	Republican	1877-1881
Garfield	1831	1881	Republican	1881-6 mo.
Arthur	1830	1886	Republican	1881-1885
Cleveland	1837	1908	Democrat	1885-1889
Harrison	1833	1901	Republican	1889-1893
Cleveland	1837	1908	Democrat	1893-1897
McKinley	1843	1901	Republican	1897-1901
T. Roosevelt	1858	1919	Republican	1901-1909
Taft	1857	1930	Republican	1909-1913
Wilson	1856	1924	Democrat	1913-1921
Harding	1865	1923	Republican	1921-1923
Coolidge	1872	1933	Republican	1923-1929
Hoover	1874	Republican	1929-1933
F. Roosevelt	1882	1945	Democrat	1933-1945
Truman	1884	Democrat	1945-1953
Eisenhower	1890	Republican	1953-

THE PRESIDENTS

Occupation	College	Religion	Residence
Farmer	None	Episcopalian	Virginia
Lawyer	Harvard	Unitarian	Mass.
Lawyer	Wm. & Mary	Deist	Virginia
Lawyer	Princeton	Episcopalian	Virginia
Lawyer	Wm. & Mary	Virginia
Lawyer	Harvard	Unitarian	Mass.
Lawyer	None	Presbyterian	Tenn.
Lawyer	None	Dutch Ref.	New York
Politics	Hampden	Episcopalian	Ohio
Lawyer	Wm. & Mary	Episcopalian	Virginia
Lawyer	N. Carolina	Presbyterian	Tenn.
Soldier	None	Episcopalian	Louisiana
Lawyer	None	Unitarian	New York
Lawyer	Bowdoin	Episcopalian	N. H.
Lawyer	Dickinson	Presbyterian	Penna.
Lawyer	None	Liberal	Illinois
Tailor	None	Methodist	Tenn.
Soldier	West Point	Methodist	Illinois
Lawyer	Kenyon	Methodist	Ohio
Lawyer	Williams	Disciples	Ohio
Lawyer	Union	Episcopalian	New York
Lawyer	None	Presbyterian	New York
Lawyer	Miami U.	Presbyterian	Indiana
Lawyer	Union	Presbyterian	New York
Lawyer	Alleghany	Methodist	Ohio
Politics	Harvard	Dutch Ref.	New York
Lawyer	Yale	Unitarian	Ohio
Teacher	Princeton	Presbyterian	N. J.
Publisher	Ohio Cen.	Baptist	Ohio
Lawyer	Amherst	Congrega.	Mass.
Engineer	Stanford	Quaker	Calif.
Lawyer	Harvard	Episcopalian	New York
Merchant	None	Baptist	Missouri
Soldier	West Point	Protestant	Penna.

BIOGRAPHY OF THE VICE PRESIDENTS

	State	Party	Born	Birth	Term	Died	President
John Adams	Mass.	Federalist	1735	Mass.	1789-1797	1826	Washington
Thomas Jefferson	Va.	Dem. Rep.	1743	Va.	1797-1801	1826	John Adams
Aaron Burr	N. Y.	Dem. Rep.	1756	N. J.	1801-1805	1836	Jefferson
George Clinton	N. Y.	Dem. Rep.	1739	N. Y.	1805-1812	1812	Jefferson— Madison
Elbridge Gerry	Mass.	Dem. Rep.	1744	Mass.	1813-1814	1814	Madison
Daniel Tompkins	N. Y.	Dem. Rep.	1774	N. Y.	1817-1825	1825	Monroe
John Calhoun	S. C.	Democrat	1782	S. C.	1825-1832	1850	J. Q. Adams— Jackson
Martin Van Buren	N. Y.	Democrat	1782	N. Y.	1833-1837	1862	Jackson
Richard Johnson	Ky.	Democrat	1780	Ky.	1837-1841	1850	Van Buren
John Tyler	Va.	Whig	1790	Va.	1841-1841	1862	W. H. Harrison
George Dallas	Pa.	Democrat	1792	Pa.	1845-1849	1864	Polk
Millard Fillmore	N. Y.	Whig	1800	N. Y.	1849-1850	1874	Taylor
William King	Ala.	Democrat	1786	N. C.	1853-1853	1853	Pierce
John Breckinridge	Ky.	Democrat	1821	Ky.	1857-1861	1875	Buchanan
Hannibal Hamlin	Me.	Republican	1809	Me.	1861-1865	1891	Lincoln
Andrew Johnson	Tenn.	Union	1808	N. C.	1865-1865	1875	Lincoln
Schuyler Colfax	Ind.	Republican	1823	N. Y.	1869-1873	1885	Grant
Henry Wilson	Mass.	Republican	1812	N. H.	1873-1875	1875	Grant
William Wheeler	N. Y.	Republican	1819	N. Y.	1877-1881	1887	Hayes
Chester Arthur	N. Y.	Republican	1830	Vt.	1881-1881	1886	Garfield
Thomas Hendricks	Ind.	Democrat	1819	Ohio	1885-1885	1885	Cleveland
Levi Morton	N. Y.	Republican	1824	Vt.	1889-1893	1920	B. Harrison
Adlai Stevenson	Ill.	Democrat	1835	Ky.	1893-1897	1914	Cleveland
Garret Hobart	N. J.	Republican	1844	N. J.	1897-1899	1899	McKinley
Theodore Roosevelt	N. Y.	Republican	1858	N. Y.	1901-1901	1919	McKinley
Charles Fairbanks	Ind.	Republican	1852	Ohio	1905-1909	1918	T. Roosevelt
James Sherman	N. Y.	Republican	1855	N. Y.	1909-1912	1912	Taft
Thomas Marshall	Ind.	Democrat	1854	Ind.	1913-1921	1925	Wilson
Calvin Coolidge	Mass.	Republican	1872	Vt.	1921-1923	1933	Harding
Charles Dawes	Ill.	Republican	1865	Ohio	1925-1929	1951	Coolidge
Charles Curtis	Kans.	Republican	1860	Kans.	1929-1933	1936	Hoover
John Garner	Texas	Democrat	1868	Tex.	1933-1941	F. D. Roosevelt
Henry Wallace	Iowa	Democrat	1888	Iowa	1941-1945	F. D. Roosevelt
Harry Truman	Mo.	Democrat	1884	Mo.	1945-1945	F. D. Roosevelt
Alben Barkley	Ky.	Democrat	1877	Ky.	1949-1953	1956	Truman
Richard Nixon	Calif.	Republican	1913	Calif.	1953-	Eisenhower



NOMINATING THE PRESIDENT

THE NATIONAL CONVENTION

A national convention of either of the two major parties is one of the most exciting spectacles in the world. There are two major reasons for this. First, a convention combines "the greatest show on earth"—a panorama of color, sound, and enthusiasm—with the vital workings of democracy, as the representatives of the people of 50 states gather to select their candidates. The second reason for the excitement is that no convention is completely predictable. The convention delegates are not legally bound to any one man. Time and again they have rejected the favored name and chosen an underdog, and sometimes the majority vote goes to a "dark horse"—a man whose name may never have been considered before the day of his nomination.



PLACE and TIME

The *Constitution* makes no mention of either political parties or nominations of candidates. Conventions, then, are extra-legal bodies, not subject to state or Federal law, and bound only by party rules.

The Convention for both parties is held on call of the national party committee. The committee meets about a year in advance of the election and selects the time and place for the convention. In 1960, the Republicans will meet in the International Amphitheater in Chicago, starting on July 25th. The Democratic Convention will be in the Memorial Sports Arena in Los Angeles, beginning July 11th.



★
The first convention was held by the Anti-Masonic Party at Baltimore in 1831. The two major parties followed suit within a few months.



★
One convention was held in a church. In 1839, the 250 Whig delegates met in Harrisburg. There was no hall large enough to accommodate them, so the convention was held in the Zion Lutheran Church. Their nominee was William Henry Harrison.



SELECTING the DELEGATES

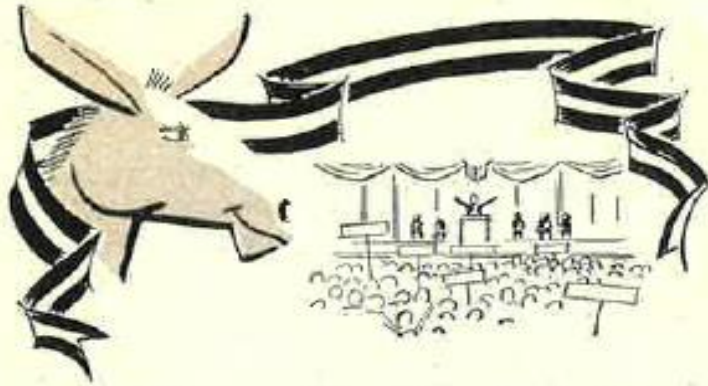
There are a number of different methods used to select delegates to the convention, a matter decided by the individual states. The most common method is by state party conventions. More than one-half the delegates are chosen in this way. Nearly as widespread is the presidential primary, by which the voters elect the delegates. New York uses a combination of these two systems. In several states the delegates are chosen by the state central committee of the party, while in two states there is a special party council.

Each convention decides how many delegates each state will have in the next convention. The parties have both devised formulas to give strength to states carried by the party in the previous election.

For 1960, the delegates to the Democratic Convention will be apportioned in the following manner:

- ★ $\frac{1}{2}$ vote for each National Committeeman from the state and $\frac{1}{2}$ vote for National Committeewomen.
- ★ $2\frac{1}{2}$ votes for each seat in Congress.





- ★ If any state's delegation is below its 1956 representation it will receive as many at-large delegates as are needed to bring its number up to the 1956 level.
- ★ The District of Columbia received 8 votes; Puerto Rico 6, and 3 each for the Virgin Islands and the Canal Zone.
- ★ All votes, except those of National Committee members, can be held by 2 delegates with $\frac{1}{2}$ vote each.

The total number of votes under this system will be 1521. In Addition there will be one alternate delegate for each full vote, except for those of National Committee members. A simple majority (761 votes) is necessary for nomination.

The Republican Party has apportioned delegates on the following basis:

- ★ One district delegate for each Congressional District polling at least 2,000 votes for the last Republican



- candidate for the presidency or the last Republican nominee for Congress.
- ★ One additional district delegate for each district which cast 10,000 votes for a Republican candidate for the presidency or Congress in the last election.
- ★ 4 delegates-at-large from each state.
- ★ 2 additional for each Representative-at-large for the state in the House.
- ★ 6 delegates-at-large for each state which went Republican in the last presidential election, or which, at that time or since, has elected a Republican Senator or Governor.
- ★ 8 delegates-at-large for D. C. 3 for Puerto Rico and 1 for the Virgin Islands.

The total number of votes under this formula will be 1331. A simple majority (666) is needed for nomination.



There have been times when two rival delegations from a state will appear at the convention. In order to maintain party solidarity, such situations are usually handled by seating both delegations and allowing them each $\frac{1}{2}$ of the votes. This happened at the Republican Convention in 1944, when two Texas delegations appeared.

The Democrats allow two delegates to share a vote, each using $\frac{1}{2}$ a vote. Until 1944, even more delegates could divide a vote. This often proved unwieldy, as in 1940 when one Mississippi district sent 54 delegates to share the responsibility for one vote, each delegate casting $\frac{1}{54}$ of the vote.

THE PRELIMINARY BUSINESS

Before proceeding to its main function of nominating the presidential and vice-presidential candidates, the convention must settle a number of routine affairs. The first session is opened by the national party chairman, who delivers an opening speech, and

then turns the rostrum over to the temporary chairman, who delivers the "keynote address". This speech is always in praise of party harmony and achievements.

The next step is the selection of the permanent chairman, whose name is advanced by the Committee on Permanent Organization. Since he is responsible for running the remainder of the proceedings, he is almost always informed in advance that his name is being put forward. He is most likely to be a veteran of the political wars, who combines tact with a thorough knowledge of proper procedure. His nomination is usually approved by the convention without comment.

The convention now proceeds to hear reports from the other three major committees. The three committees are:

- ★ Committee on Credentials—concerned with seating only properly accredited delegations.
- ★ Committee on Rules—recommends the voting procedure to be used and proposes any other rule changes.
- ★ Committee on Platform & Resolutions—presents a brief party "platform" which is general in content and covers a wide variety of topics.

The reports of the committees are usually accepted with a minimum of debate, but there have been times when the seating of a delegation or the adoption of a platform has



been the occasion for a lengthy controversy. After the platform is accepted, the convention turns its attention to the nominations.

Although it is not common, there have been times when the seating of a delegation has caused a split in party ranks. This happened at the Republican convention in 1912 when one group marched out of the hall and nominated their own candidate, Theodore Roosevelt, to oppose the party's regular nominee, William H. Taft. In another splinter action, a wing of the Democratic party split in 1948, nominating Strom Thurmond as candidate for the "Dixiecrat" party.



★

Radio coverage of a convention was first used on a large scale in 1924; television was introduced in 1940, but was not fully used until 1948.

NOMINATING the CANDIDATES



The secretary calls the roll of states in alphabetical order, and each delegation has the opportunity to place a name in nomination. Anywhere from 2 to 12 nominations may be made, with a record high of 20. Many states put forward a "favorite son" candidate. Although the man might not appear to have a chance for the nomination, his name is put forward for a variety of reasons: reward for long and outstanding service; a chance for the delegation to see who the leading contenders will be before committing itself; or the hope of putting forward a "dark horse" who may be nominated as a compromise measure if a stalemate develops.

After all the names have been proposed, the convention votes on the candidates. This is termed the "ballot", although vote is actually by voice, and no written or printed ballot form is used. Once more the roll is called and the chairman of each delegation arises to announce his state's votes. Frequently a single ballot is sufficient, but 2, 3 or even more ballots are not uncommon before one name receives the required majority.

The candidate for vice-president is nominated in the same manner, although usually much more quickly. The presidential candidate's advice is sought and usually one ballot is sufficient for nomination. Sometimes the vice-presidential candidate is one of those defeated for the presidential nomination, but more often he is a man who will "balance" the ticket. For example, if the presidential candidate comes from an Eastern state, the vice-presidential candidate will almost always be from another section of the country.



★
Since 1900, 9 Democratic candidates and 12 Republicans have been nominated on the first ballot.

★
The longest balloting occurred at the Democratic convention in 1924. John W. Davis received the nomination after a deadlock which lasted nine days and required 103 ballots. The Democrats at that time required a $\frac{2}{3}$ majority for nomination; the present sim-

ple majority makes the repetition of such a stalemate unlikely.

★
The band music, speeches, songs, and noisy demonstrations are the result of careful planning, intended to produce the greatest psychological effect. Sometimes, however, the uproar is spontaneous, as at the Republican convention of 1940, when even the gallery spectators took up the cry of "We Want Wilkie".

★
One president received the nomination by being called out of order. In the 1880 Republican convention, James Garfield's name was put forward, and the reluctant Senator arose to decline. The chairman called him out of order and the convention went on to nominate him.



SCORE SHEET

State or Territory	No. of Delegate Votes	1st Ballot	Ballot	Ballot
Alabama	29			
Alaska	9			
Arizona	17			
Arkansas	27			
California	81			
Colorado	21			
Connecticut	21			
Delaware	11			
Florida	29			
Georgia	33			
Hawaii	9			
Idaho	13			
Illinois	69			
Indiana	34			
Iowa	26			
Kansas	21			
Kentucky	31			
Louisiana	26			
Maine	15			
Maryland	24			
Massachusetts	41			
Michigan	51			
Minnesota	31			
Mississippi	23			
Missouri	39			
Montana	17			
Nebraska	16			

for the 1960 Democratic National Convention

State or Territory	No. of Delegate Votes	1st Ballot	Ballot	Ballot
Nevada	15			
New Hampshire	11			
New Jersey	41			
New Mexico	17			
New York	114			
North Carolina	37			
North Dakota	11			
Ohio	64			
Oklahoma	29			
Oregon	17			
Pennsylvania	81			
Rhode Island	17			
South Carolina	21			
South Dakota	11			
Tennessee	33			
Texas	61			
Utah	13			
Vermont	9			
Virginia	33			
Washington	27			
West Virginia	25			
Wisconsin	31			
Wyoming	15			
Canal Zone	4			
Dist. of Colum.	9			
Puerto Rico	7			
Virgin Islands	4			

SCORE SHEET for the 1960 Republican National Convention

State or Territory	No. of Delegate Votes	1st Ballot	Ballot	Ballot
Alabama	22			
Alaska	6			
Arizona	14			
Arkansas	16			
California	70			
Colorado	18			
Connecticut	22			
Delaware	12			
Florida	26			
Georgia	24			
Hawaii	12			
Idaho	14			
Illinois	60			
Indiana	32			
Iowa	26			
Kansas	22			
Kentucky	26			
Louisiana	26			
Maine	16			
Maryland	24			
Massachusetts	38			
Michigan	46			
Minnesota	28			
Mississippi	12			
Missouri	26			
Montana	14			
Nebraska	18			

State or Territory	No. of Delegate Votes	1st Ballot	Ballot	Ballot
Nevada	12			
New Hampshire	14			
New Jersey	38			
New Mexico	14			
New York	96			
North Carolina	28			
North Dakota	14			
Ohio	56			
Oklahoma	22			
Oregon	18			
Pennsylvania	70			
Rhode Island	14			
South Carolina	13			
South Dakota	14			
Tennessee	28			
Texas	54			
Utah	14			
Vermont	12			
Virginia	30			
Washington	24			
West Virginia	22			
Wisconsin	30			
Wyoming	12			
Dist. of Colum.	8			
Puerto Rico	3			
Virgin Islands	1			



THE PRESIDENTIAL ELECTION

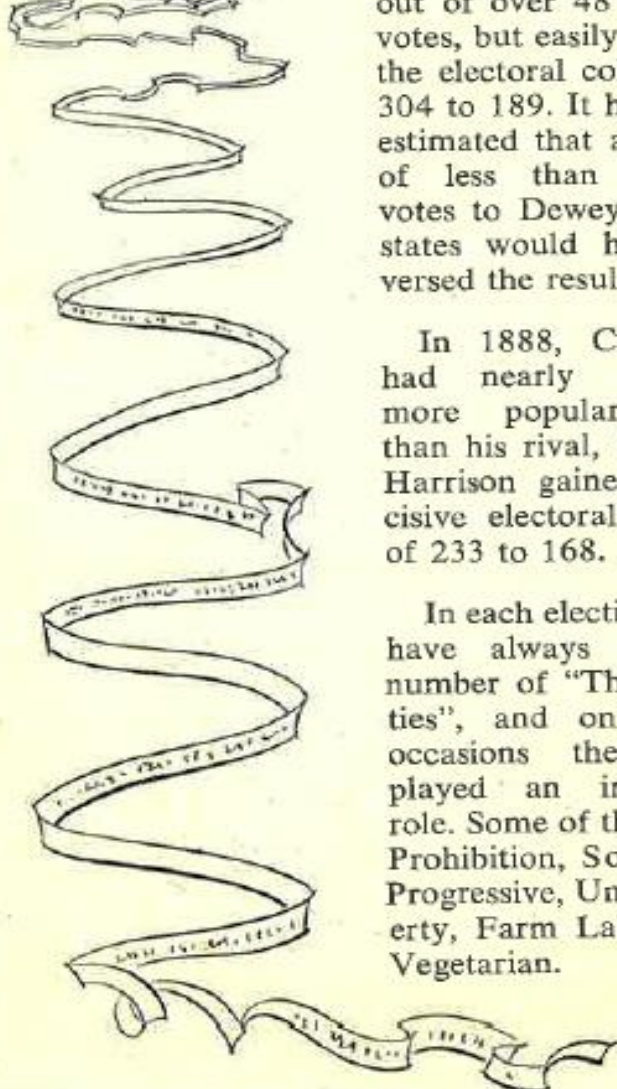


THE ELECTORAL COLLEGE



When you cast your vote on election day, technically you are not voting for the candidate himself, but rather for a slate of electors. The members of the Electoral College actually elect the President and vice-president. Each state has as many electors as it has representatives in Congress. The total number of electoral votes in 1960 will be 537, with 269 needed for election.

The custom has long been that the electors of a state will cast all their votes for the candidate who receives the highest number of popular votes. The losing candidate in the state receives no electoral votes; even though he may have come very close to carrying the state, his millions of popular votes will not show up in the electoral count. If a candidate loses enough states by a close vote, he may end up with the highest number of popular votes, yet lose the election by electoral votes. When there are three major candidates in an election, it is quite common for the winning candidate to poll less than 50% of the popular vote, and yet easily win a majority of the electoral votes.



The importance of vote distribution was seen in the election of 1948, when Truman won the popular vote by less than 3 million out of over 48 million votes, but easily won in the electoral college by 304 to 189. It has been estimated that a switch of less than 50,000 votes to Dewey in key states would have reversed the results.

In 1888, Cleveland had nearly 100,000 more popular votes than his rival, and still Harrison gained a decisive electoral victory of 233 to 168.

In each election there have always been a number of "Third Parties", and on a few occasions they have played an important role. Some of these are: Prohibition, Socialist, Progressive, Union, Liberty, Farm Labor, and Vegetarian.

THE ELECTION



All states require a voter to be a citizen of the United States, and all have a minimum age requirement. In 46 states the voter must be at least 21 years of age, 20 in Hawaii, 19 in Alaska, and 18 in Georgia and Kentucky. Each state also has a residency requirement, in the state, the county and the voting precinct; the length varies with each state. All states require registration for voting, except Arkansas and Texas, where the poll tax serves much the same function.

Election Day for presidential elections is always the Tuesday after the first Monday in November. After the elections, the electors chosen by the voters meet in their state capitals to cast their votes. Since 1934 (the year after KOOLS first made their appearance), the day of this meeting has been the first Monday after the second Wednesday in December. In 1960 this will be December 19th. The voting results and certificates signed by the governor of the state are sent to the President of the Senate in Washington by registered mail.

On January 6th, in a joint meeting of the House and Senate, presided over by the vice-president, who is President of the Senate, the ballots are opened and counted. The presidential and vice-presidential candidates receiving a majority are declared elected. The oath of office is taken two weeks later.

If no candidate receives a majority of the electoral votes, the election is "thrown into" the House of Representatives. The House votes for the three top candidates and the vote is by states, each state having one vote. The Senate performs the same function in regard to the two highest candidates for the vice-presidency. Two elections—1800 (Jefferson) and 1824 (John Quincy Adams) were decided in the House.



The cost of running a campaign has increased tremendously in the past century. The total amount spent by Abraham Lincoln in his campaigns of 1860 and 1864, would not be sufficient today to send post cards to all the voters of one party.



★
William Jennings Bryan, the Democratic candidate in 1896, was the first to travel extensively during a campaign. He traveled thousands of miles by railroad and made from 10 to 20 speeches a day, only to lose to William McKinley who conducted his campaign from the front porch of his home in Ohio.

★
Two key states in any election are New York and Pennsylvania. Woodrow Wilson in 1916 was the only candidate to fail to win at least one of these states and win the election.

★
One candidate conducted his campaign from a jail cell. In 1920, Eugene Debs, the Socialist, polled 919,799 votes while in the Federal penitentiary in Atlanta serving a sentence for sedition.

1960 ELECTION SCORE SHEET

STATES	Electoral Votes	1st Forecast		2nd Forecast		3rd Forecast	
		Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
Alabama	11						
Alaska	3						
Arizona	4						
Arkansas	8						
California	32						
Colorado	6						
Connecticut	8						
Delaware	3						
Florida	10						
Georgia	12						
Hawaii	3						
Idaho	4						
Illinois	27						
Indiana	13						
Iowa	10						
Kansas	8						
Kentucky	10						
Louisiana	10						
Maine	5						
Maryland	9						
Massachusetts	16						
Michigan	20						
Minnesota	11						
Mississippi	8						
Missouri	13						

Here's a chance to go out on your own private limb and call the shots in 1960.

STATES	Electoral Votes	1st Forecast		2nd Forecast		3rd Forecast	
		Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
Montana	4						
Nebraska	6						
Nevada	3						
N. Hampshire	4						
New Jersey	16						
New Mexico	4						
New York	45						
N. Carolina	14						
N. Dakota	4						
Ohio	25						
Oklahoma	8						
Oregon	6						
Pennsylvania	32						
Rhode Island	4						
S. Carolina	8						
S. Dakota	4						
Tennessee	11						
Texas	24						
Utah	4						
Vermont	3						
Virginia	12						
Washington	9						
W. Virginia	8						
Wisconsin	12						
Wyoming	3						



LET ALL THE VOICES BE HEARD

American voters will go to the polls on November 8, 1960 to elect a new President, a new Vice President, Senators, Congressmen, Governors, Jurists and many state and local officials. On that significant day, will your vote be counted?

Your right to vote is a precious thing. Yet in the last Presidential Election some 40 million Americans defaulted by failing to exercise their right to vote.

In 1956 some 102 million Americans were eligible to vote. Just over 62 million did vote. The difference between the major candidates was about 9½ million votes. With 40 million additional votes, the margin might have been wider—"a mandate from the people," the outcome might have been different.

Some say that "my one vote doesn't make any difference." Perhaps not. Perhaps the

vital difference. There are numerous instances in American election history where one vote has made a vital difference. And more than one instance (actually 13) when presidents have been elected with less than 50 per cent of the popular vote. In 1948 Harry Truman was re-elected president on the basis of only 49½ per cent of the popular vote, but 57 per cent of the electoral vote. Had Thomas E. Dewey carried Ohio and California (which he lost by a margin of about one vote in each precinct), the election would have been decided in the House of Representatives. Truman's vote in the Electoral College would have been 13 votes short of the necessary 266 majority.

At the local government level close elections are much more frequent. Contests often are decided by extremely narrow margins and one vote differences are not rare. And it's at the local level that this question is most often heard, "How did he ever get elected?" Maybe the questioner knows more about it than he's willing to tell.

Does the phrase "something ought to be done" also sound familiar? Pin it down to "what should be done?", who should do it?"

Start with "I". I informed myself about the candidates, the issues. I evaluated their capabilities, their willingness to do a good job. I discussed politics in general and in particular with my family, friends, neighbors. I talked. I listened. I learned. I qualified myself to vote. I will vote.

VOTING QUALIFICATIONS

A voter must be:

- (1) At least 21 years of age (18 in Georgia and Kentucky, 19 in Alaska, 20 in Hawaii),
- (2) A citizen of the United States,
- (3) Registered, and
- (4) In most States, able to read and write.

Residence qualifications are as follows:

	Residence in		
	State	County	Precinct
Alabama	1 yr.	6 mo.	3 mo.
Alaska	1 yr.	30 days (e)
Arizona	1 yr.	30 days	30 days
Arkansas	1 yr.	6 mo.	30 days
California	1 yr.	90 days	54 days
Colorado	1 yr.	90 days	15 days (b)
Connecticut	1 yr.	6 mo.
Delaware	1 yr.	3 mo.	30 days
Florida	1 yr.	6 mo.
Georgia	1 yr.	6 mo.	6 mo.
Hawaii	1 yr.	3 mo.
Idaho	6 mo.	30 days
Illinois	1 yr.	3 mo.	30 days
Indiana	6 mo.	60 days (a)	30 days
Iowa	6 mo.	60 days	10 days
Kansas	6 mo.	30 days (a)	30 days
Kentucky	1 yr.	6 mo.	60 days
Louisiana	1 yr.	1 yr.	3 mo.

Maine	6 mo.	3 mo.	3 mo.
Maryland	1 yr.	6 mo.	6 mo.
Massachusetts	1 yr.	6 mo. (d)
Michigan	6 mo.	30 days
Minnesota	6 mo.	30 days
Mississippi	2 yr.	1 yr.	1 yr.
Missouri	1 yr.	60 days	60 days
Montana	1 yr.	30 days	30 days
Nebraska	6 mo.	40 days	10 days
Nevada	6 mo.	30 days	10 days
New Hampshire	6 mo.	6 mo.
New Jersey	6 mo.	60 days
New Mexico	1 yr.	90 days	30 days
New York	1 yr.	4 mo.	30 days
North Carolina	1 yr.	4 mo.	4 mo.
North Dakota	1 yr.	90 days	30 days
Ohio	1 yr.	40 days	40 days
Oklahoma	1 yr.	6 mo.	30 days
Oregon	6 mo.	30 days	30 days
Pennsylvania	1 yr. (c)	2 mo.
Rhode Island	1 yr.	6 mo.
South Carolina	2 yr.	1 yr.	4 mo.
South Dakota	1 yr.	90 days	30 days
Tennessee	1 yr.	6 mo.
Texas	1 yr.	6 mo.
Utah	1 yr.	4 mo.	60 days
Vermont	1 yr.	3 mo.
Virginia	1 yr.	6 mo.	30 days
Washington	1 yr.	90 days	30 days
West Virginia	1 yr.	60 days
Wisconsin	1 yr.	10 days
Wyoming	1 yr.	60 days	10 days

(a) Township. (b) City or Town, 30 days. (c) 6 mos. if previously an elector or native of U.S.A. (d) City or Town. (e) Election district.

THE DEMOCRATIC PARTY HISTORY

The first rumblings of the Democratic party were heard in the Constitutional Convention of 1787. That convention developed a battle between those who wanted a strong centralized government and those who favored a minimum of federal power. The former of these two groups were called Republicans. This Republican group merged with a group called the Democratic clubs in America, who advocated extreme liberty for the individual. The resultant group was called the Democratic-Republican party and became known as the Democratic party.

After organizing formally in Congress in 1792, the Democrats won their first major victory in 1800 when their leader, Thomas Jefferson, was elected to the presidency.

For the next 40 years the Democratic party was in control. It lost only two elections until 1860 when it split over slavery.

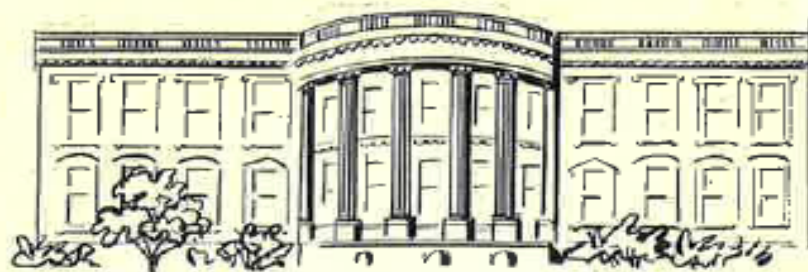
In 1798 the basic Democratic principles were formulated by Jefferson and Madison. In the Kentucky and Virginia Resolutions they stated that state governments were the basis of our government. The federal government was to have only those powers conferred on it by the Constitution. They favored a low tariff, wide extension of suffrage and the greatest amount of popular control of government.

THE REPUBLICAN PARTY HISTORY

The slavery issue that split the Democratic party in the middle of the 19th century was the basis for the formation of a new party. A group of anti-Nebraska men in congress in 1854 were the first to adopt the name Republican. They were joined by Free Soilers and fringe Democrats to comprise the eventual Republican party.

In their national convention of 1856 the Republican party adopted a platform opposing slavery and calling for a strong federal government. They strongly opposed states rights and favored a high tariff. John C. Fremont was nominated for President to run against Democrat James Buchanan.

Fremont was defeated after a vigorous campaign, but four years later the machinery that he helped establish elected Abraham Lincoln to the presidency. The Republicans remained in office for the next 24 years, mostly on the strength of the Civil War and reconstruction issues. From 1860 to 1912 the Republican party lost only two elections and were successful a total of 11 times. In 1912 and 1916 they were defeated by the Democrats led by Woodrow Wilson. The Republicans returned to power in 1921 and remained there until 1933 and the Roosevelt era. It was not until 1952 that they again gained a national victory.



THE WHITE HOUSE

The official residence of the president is located on Pennsylvania Avenue in Washington, D.C. The 16-acre site was chosen by President Washington and Pierre L'Enfant. The architect was James Hoban.

The design of the mansion is said to have been suggested by the Duke of Leinster's Palace in Ireland. On October 13, 1792, the cornerstone was laid and the first occupants were President and Mrs. John Adams in November of 1800. In 1814 the building was burned by the British and in 1815 the sandstone exterior was painted white.

In 1902 a three-story addition, was built on the west end of the White House. In 1942, a three-story addition was made to the east end, which now serves as the main entrance to the White House. In 1948, a second story balcony was added inside the Ionic pillars of the south portico.

The mansion was closed November 6, 1948, because of the deterioration of the building. Walls were retained and strengthened and the interior was rebuilt. On March 27, 1952, the President once again occupied the official residence.

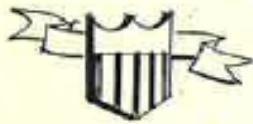
MINORITY PRESIDENTS

Thirteen men have become President of the United States with a popular vote of less than 50% of the total vote cast. For instance, Adams was elected in 1824 by the House of Representatives in spite of the fact that Jackson had a plurality of both electoral and popular vote. Jackson however, failed to command a majority in the electoral college.

Besides the election of 1824, only two other candidates received the largest popular vote and then failed to gain a majority in the electoral college. Tilden in 1876 and to Cleveland in 1888.

YEAR	PRESIDENT	ELECT. PCT.	POP. PCT.
1824	John Q. Adams	31.8	29.8
1844	James K. Polk	61.8	49.3
1848	Zachary Taylor	56.2	47.3
1856	James A. Buchanan	58.7	45.3
1860	Abraham Lincoln	59.4	39.9
1876	Rutherford B. Hayes	50.1	47.9
1880	James A. Garfield	57.9	48.3
1884	Grover Cleveland	54.6	48.8
1888	Benjamin Harrison	58.1	47.8
1892	Grover Cleveland	62.4	46.0
1912	Woodrow Wilson	81.9	41.8
1916	Woodrow Wilson	52.1	49.3
1948	Harry S. Truman	57.1	49.5

FACTS — ABOUT THE PRESIDENTS



☆ The average age at which the Presidents were inducted into office was 55 years.

☆ Twenty three of the Presidents were lawyers by occupation.

☆ William Henry Harrison was the oldest President at the time of his inauguration. He was 68 years old.

☆ The largest electoral vote ever received was 523 of the 531 votes cast in 1936. Franklin D. Roosevelt held Alfred M. Landon to 8 electoral votes.

☆ 16 generals have been nominated for the Presidency but no admiral has ever been nominated.

☆ The only President who retained a Cabinet unchanged for a four year term was Pierce.

☆ Virginia has supplied our country with eight of its Presidents.

☆ Ten Presidents have been elected to a second term and eight of these served a full two terms.

☆ Seven Ohio natives have been elected to the Presidency.

☆ 27 Presidents have lived to be over 60 years of age.

☆ Lincoln was the tallest President at 6 feet 4 inches.

☆ Madison was the smallest President in physical stature at 5 feet 4 inches and about 100 pounds.

☆ William Howard Taft was the heaviest President weighing between 300 and 332 pounds.

☆ Two Presidents were wounded in battle. Monroe at the Battle of Trenton in 1776 and Rutherford Hayes was wounded four times while serving in the Union Army.

☆ No provision has ever been made for notifying the President of his election. When he and the Vice President enter the Senate the first official notification takes place.

☆ Since 1856 the Republicans have elected 12 Presidents for 64 years, and the Democrats have elected five for a total of 40 years.

☆ Eight Presidents have been defeated in attempts at re-election.

☆ William Henry Harrison served the shortest time as President, only one month.

☆ John Quincy Adams, the sixth President, was the son of John Adams, the second President.

PRESIDENTIAL ELECTIONS



1956 Republican: Dwight D. Eisenhower
Democratic: Adlai E. Stevenson



1952 Republican: Dwight D. Eisenhower
Democratic: Adlai E. Stevenson



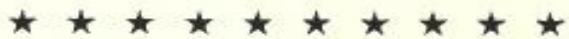
1948 Democratic: Harry S. Truman
Republican: Thomas E. Dewey
States Rights: J. Strom Thurmond



1944 Democratic: Franklin D. Roosevelt
Republican: Thomas E. Dewey



1924 Republican: Calvin Coolidge
Democratic: John W. Davis



1920 Republican: Warren G. Harding
Democratic: James M. Cox



1916 Democratic: Woodrow Wilson
Republican: Charles Evans Hughes



1912 Democratic: Woodrow Wilson
Progressive: Theodore Roosevelt
Republican: William H. Taft

GLOSSARY OF POLITICAL TERMS

Bloc: French word meaning "mass" or a "group". It refers to a combination of legislative members of different political parties or views, temporarily united in the furtherance of legislation favoring certain interests, such as the "Agricultural Bloc" the "Veterans Bloc", etc.

Bolt: To leave one's party because of a disagreement with some of its expounded principles; or in opposition to its candidates.

Caucus: A meeting of members of a political party to determine upon a candidate or course of action to be pursued. Some claim this word is derived from an Indian word "*Kaw-kaw-was*" meaning to counsel; others say it refers to meetings of the caulkers club in the old colonial days.

Insurgents: Those who actively oppose the majority of the political views of, without actually leaving the party. Instead they choose to designate themselves as the "liberal" exponents of the party's principles.

Favorite son: A candidate backed by his own state delegation but with few other supporters. Generally nominated as a gesture of respect with no real hope for victory.

Log-rolling: A system of bargaining among politicians whereby one politician by supporting his fellow politicians beliefs obtains support for his own in return. The origin is obvious: "You help roll my log and I will help roll yours."

Stumping: Electioneering around the country. In the old days candidates seeking rural votes would stand on the stumps of trees to make their speeches.

Platform: A party's statement of principles, adopted at every convention. From the French word for blueprint, *plateforme*.

Stampede: A break in the balloting at a nominating convention when a majority of the delegates desert the candidates they have supported and rush to vote for the candidate who appears most likely to win.

Dark horse: A candidate, not seriously considered in the race, who ends up winning the nomination. Taken from the old English practice of dyeing the mane of a favorite horse so as to pass it off as a newcomer and get better odds.

Majority: More than half of the total number of votes.

Plurality: The lead of a top candidate over the second candidate.

Mugwump: An independent voter who follows no party or faction. From the Indian word for "leader", *mukquomp*.

Keynoter: The speaker who gives the opening major address at a convention. This is generally a party call to arms to set the mood for the convention.

Apportionment: Congressional representation from each state is based on the method of equal proportions. After each decennial census, the number of representatives from each state in Congress is adjusted according to the new population figures. Thus in the November 1962 elections, California will gain seven seats, Florida will gain four and New York and Pennsylvania each will lose three, among other shifts. The total number of Congressmen is fixed at 435 (437 for this year only because of Hawaii and Alaska).

Electoral College: Its members will elect the President and Vice President on December 19 after the electors have been chosen by the people's popular vote on November 8. Electors of the party receiving the highest popular vote meet in their own state and usually cast their ballots for their party nominee, though they are not so bound.

District: Political subdivision of a county or state. *Wards* and *Precincts* are usually subdivisions of a city.

Endorsed: Candidates having approval of a political party.

Fence Mending: Political incumbent's return to his district to renew the support of his party and constituents.

Incumbent: Person presently holding political office.

Gerrymander: Altering or dividing political subdivisions in such an unnatural or unfair way as to give one political party advantage over another.

Patronage: "To the victor belongs the spoils." Giving of governmental jobs to party faithful by the party or a high officeholder.

Plank: Key point in a political party platform designed to win added support from among the voters.

Slate: Lineup of candidates of a particular political party.

Wing: Designates a faction or branch of a political party, i.e. right wing, left wing, northern wing, southern wing, etc.

Landslide: Overwhelming vote count for one candidate or party.

Constituent: Person who is represented by an elected representative in a legislature.