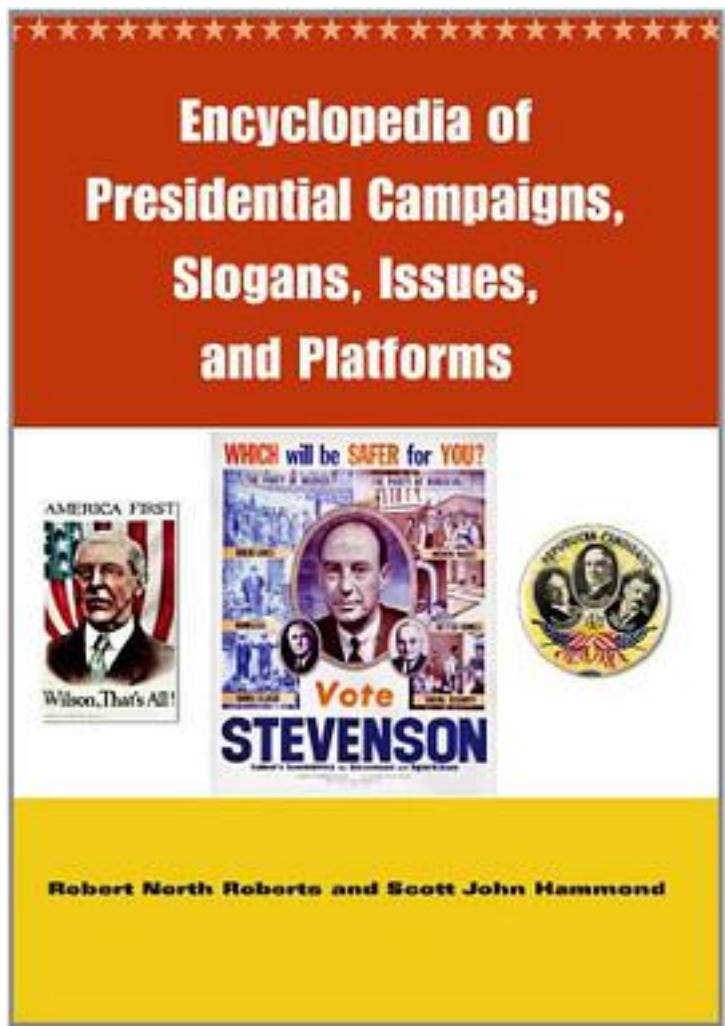


# Encyclopedia of Presidential Campaigns, Slogans, Issues, and Platforms



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I Like Ike. 54-40 or Fight. A Chicken in Every Pot. We are all familiar with these phrases, but did you know they began as presidential campaign slogans? Every presidential candidate must get his or her message out to the voters--but how is it done, and what exactly is the message? Roberts and Hammond collect the many messages and discuss the speeches, buttons, television advertisements, and other means presidential hopefuls have used to get their election platforms across to--and memorized by--a huge voting public. The second half, organized in A-to-Z entries, focuses on important figures, slogans, events, and ideas that gave each campaign its unique flavor. Over 100 illustrations complement the entries, and a detailed timeline provides a handy point of reference for users. The work is thoroughly cross-referenced, and full bibliographic details are provided.

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