Presidential Campaign Songs 1789-1996
sung by Oscar Brand
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OSCAR BRAND

*Attack ads,* *character assassinations,* and *spin doctors* are not new in American Presidential campaigns. Before radio and television, campaign songs were written and published to transmit similar ideas and influence voters. This collection includes one song from the campaign of every President, from George Washington to William Clinton performed by folk singer Oscar Brand and recorded in 1998. Set to marches and popular tunes, accompanied by banjo, guitar, percussion, and wind, these songs present some of the enduring themes of American political campaigns and the events that have influenced them. Includes “Follow Washington,” “Jefferson and Liberty,” “Tippecanoe and Tyler Too,” “Lincoln and Liberty,” “Grant, Grant, Grant,” “Roosevelt the Cry,” “I’m Just Wild About Harry,” “Buckle Down with Nixon,” “California, Here We Come,” “Don’t Stop Thinking About Tomorrow,” “Song of the Presidents” and 32 other songs.

For ages 9 and up. 69 minutes, extensive notes.
PRESIDENTIAL CAMPAIGN SONGS

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4. Thomas Jefferson
   For Jefferson and Liberty/1:51

5. James Madison
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6. James Monroe
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7. John Q. Adams
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8. Andrew Jackson
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17. Abraham Lincoln
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20. Rutherford Hayes
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21. James A. Garfield
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22. Grover Cleveland
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23. Benjamin H. Harrison
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24. William McKinley
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25. Teddy Roosevelt
    Roosevelt the Cry/1:14

26. William H. Taft
    Get on a Raft with Taft/1:34

27. Woodrow Wilson
    Wilson, That's All/1:51

28. Warren G. Harding
    Harding, You're the Man for Us/1:21

29. Calvin Coolidge
    Keep Cool and Keep Coolidge/2:17

30. Herbert Hoover
    If He's Good Enough for Lindy/1:35

31. Franklin D. Roosevelt
    Franklin D. Roosevelt's Back Again/1:49

32. Harry S. Truman
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33. Dwight D. Eisenhower
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34. John F. Kennedy
    Marching Down to Washington/1:03

35. Lyndon B. Johnson
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36. Richard M. Nixon
    Buckle Down with Nixon/1:17

37. Gerald R. Ford
    I'm Feeling Good about America/1:22

38. Jimmy Carter
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39. Ronald W. Reagan
    California, Here We Come/0:37

40. George Bush
    This Land is Your Land/1:29

41. William J. Clinton
    Don't Stop Thinking about Tomorrow/2:19

42. Third Party
    The Same Merry-Go-Round/1:42

43. All of Them
    Song of the Presidents/4:25
Curator's Introduction
Anthony Seeger

Long before radio and television featured "attack advertisements," "appeals to moral values," "spin doctors," and "media blitzes" during political campaigns, many of the same sentiments and effects were expressed and achieved through campaign songs. These were usually newly written for the campaign and were often set to a popular melody familiar to many listeners, so the songs could be sung at election rallies and other public events. Each political party had its own songs, and many of the special interest groups within parties had their own more specific songs—for example, the abolitionists, suffragettes, and farmers (see the Silber bibliography listed below).

Why were songs used in political campaigns? For several reasons. First, there is a long history of topical and political song that begins well before the founding of the United States and continues throughout its history (Greenway 1953; Dennisoff 1973). Presidential campaigns were, therefore, just one of many topics that stimulated songwriters and performers and entertained audiences around the country. Second, when large sectors of the American population were illiterate and other means of mass media were not available (radio broadcasts began only in the 1920s, and television in the 1950s), songs provided a way to get a message across to those who couldn't read. Third, songs have an important advantage over pamphlets that was noted by labor organizer and songwriter Joe Hill: "A pamphlet, no matter how good, is never read more than once, but a song is learned by heart and repeated over and over." And finally, songs tend to focus attention on a message that is easily understood and remembered thanks to their melodies, rhythms, rhymes, and verse structures.

These songs are not simply historical curiosities. They document some of the enduring themes of American political campaigns and the social movements that have influenced them. These songs may be compared with contemporary radio and television broadcasts, or they may be studied in themselves as authentic expressions of the specific period in which they were written.

The language used in some of these songs may appear pompous and complicated. It is a good idea to compare them with the texts of some other memorable 19th century songs, like "The Battle Hymn of the Republic," whose language is also quite complex. Then try to see what the focus of each song really is. Poetic and rhetorical styles have changed, but the ideas expressed in the different styles show considerable continuity.

Throughout the two centuries of presidential campaign songs, some themes constantly reappear. Many songs praise the candidate's accomplishments and character. His accomplishments are often military; his character is often said to have been formed during years of hardship. Many songs attack the accomplishments and character of opposing candidates. Themes of fairness, freedom, and enthusiastic support regularly reappear, even though the poetic language changes over the decades. Scare tactics are also common: elect this candidate or else something awful will happen. All of these approaches are still being used in the late 20th century on radio, television, and the Internet.
Have campaign songs become less important during the late 20th century than they were in the 19th century? Probably so, because radio and television provide direct access to the appearance and words of the candidates themselves. Even so, Oscar Brand reassures us that many songs of political satire are still being written and performed for enthusiastic local audiences. Sometimes existing songs are enlisted in political campaigns, instead of new ones. Fleetwood Mac’s “Don’t Stop Thinking about Tomorrow” was heavily used during the Clinton campaign and inauguration of 1992, and it fit well with his use of the image of a “bridge to the 21st century.” Although the song originally appeared in the 1970s, its use in a political campaign gave it new meaning.

Singer/songwriter Oscar Brand originally issued a recording called *Election Songs of the United States* in 1952 on the Folkways Record label. Folkways was only four years old then, and the most recent election he sang about was 1948. Brand approached Folkways in 1967 with the idea of re-recording some of the songs and adding others to make a complete collection of Presidential Campaign songs—one song per President through 1966, featuring only the successful candidates. By then Folkways was part of the Smithsonian Institution, was celebrating 50 years of issuing recordings, and was exploring ways to look back on the history of American music. We thought this would be a very useful compilation for anyone studying American history and an encouragement to budding songwriters who might be inspired to write songs about coming campaigns.

The liner notes on the original recording were written by Irwin Silber, who subsequently wrote the most important book on the subject, *Songs America Voted By* (Harrisburg, PA: Stackpole Books, 1971). As an annotated songbook it has no equal, and we strongly recommend searching for it in a library. For those with more intense interest, *Songs America Voted By* has an excellent bibliography that will lead you far deeper into the intricacies of past presidential campaigns than would be possible in a single CD, and the recordings listed in the discography present songs written about other aspects of American history. The notes for this disc were largely written by Oscar Brand and they reflect his own unique artistic sensibility.

Two hundred years of regular elections is an accomplishment for any nation, and these songs remind us that politics has always been an arena of passionate opinions and bluntly expressed ideas. These songs stand as a testimony to the turbulent history that has influenced our current attitudes and actions.
2. George Washington ★”Follow Washington”

(rl, mm, ma. Oscar Brand/TRO-Hollis Music, Inc., BMI)
George Washington: 1st President, from 1789 to 1797 (2 terms)
Born February 12, 1732; died December 14, 1799

When Washington ran for election in the Virginia House of Burgesses in 1757, he paid for 50 gallons of rum punch, 46 gallons of beer, 34 gallons of wine, and 28 gallons of rum. He didn’t have to “run” for the Presidency. The electorate, white males owning at least 50 acres or the equivalent, were eager to “Follow Washington” into the new era of democracy. Many songs were written in his praise, of which this is one.

3. John Adams ★ “Adams and Liberty”

John Adams: 2nd President, from 1797 to 1801
Born October 30, 1735; died July 4, 1826

In the early days of the Revolution, Adams insisted that Washington take command of the new army. He wrote, “I am obnoxious, suspected, unpopular and you are very much otherwise.” Later Adams ran for President against Thomas Jefferson. His campaign anthem, to the tune of “Anacreon in Heaven,” a favorite English drinking song, emphasized his warm relationship with the nation’s greatest hero. Although Jefferson had more popular votes than Adams, Adams won by three electoral votes.

According to Silber (1972:22) Robert Treat Paine wrote several pro-Adams songs. This one was reportedly written for the Massachusetts Charitable Fire Society, which paid $750.00 for the song, certainly rivaling the cost of a television spot in today’s dollars.

The instrumentation on all tracks: Oscar Brand, guitar and vocals; John Foley, guitar and vocals; Jordan Brand, bass and vocals; Jonathan Pickow, banjo, synthesizer, and vocals. All tracks recorded and mixed by Jonathan B. Pickow.

Key for songwriter credits below: rl = revised lyrics; rm = revised music; nl = new lyrics; nm = new music; ma = music arrangement.

1. “Fair and Free Elections”
(rl, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)

At the first election campaign in the United States these words may have been sung to an early version of “Yankee Doodle.” There is some doubt as to the year this piece was actually composed. Silber (1952) dates it at sometime between 1800 and 1845.

Regardless of the actual date, the theme is an important one. In the eighteenth century most countries were ruled by hereditary leaders. Fair and free elections were essential to the concept of the American Presidency. Some key words that have appeared over the decades can be found in the text: “law and order,” “freedom and protection.”

Text:

While some on rights and some on wrongs
Prefer their own reflections
The people’s rights demand our song
The right of free elections.

Law and order be the state
With freedom and protection
All stand by the ballot box
For fair and free elections.
4. Thomas Jefferson ★ “Jefferson and Liberty”  
For more complete text and melody, see Silber 1971:26.  
Thomas Jefferson: 3rd President, from 1801 to 1809 (2 terms)  
Born April 13, 1748; died July 4, 1826

According to Silber (1971:24), the election of 1800 may well have been the first one for which true campaign songs were written and popularized. More songs were written after Jefferson’s election and sung in the following campaign, among them “Jefferson and Liberty.” Jefferson’s first task as President was to repeal the Alien and Sedition Acts, fostered by John Adams, which curtailed freedom of speech and press and prevented “immigrants” from criticizing his administration. (These laws are referred to in the opening lines of the song as the “reign of terror now is o’er.”) “Jefferson and Liberty” was written for his re-election campaign by the same man who had written “Adams and Liberty.” Nevertheless, it was a good expression of Jefferson’s vision for America’s future. The melody was a Scottish reel about “Alistair MacAlistair,” a famous bagpiper.

5. James Madison ★ “Huzzah for Madison, Huzzah”  
(rl, nm, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)  
James Madison: 4th President, from 1809 to 1817 (2 terms)  
Born March 16, 1751; died June 28, 1836

Although Madison was admired as “The Father of the Constitution,” he insisted that the document was “the work of many heads and many hands.” He led the fight for the Bill of Rights and once observed that “the most common source of friction in society is the unequal distribution of property.” The song “Huzzah For Madison” is sung to an old dance tune.

6. James Monroe ★ “Monroe Is the Man”  
(Words: anonymous; melody: “Young Lochinvar” by Joseph Mazzinghi; rl, nm, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)  
For additional words and melody see Silber 1971:28.  
James Monroe: 5th President, from 1817 to 1825 (2 terms)  
Born April 28, 1758; died July 4, 1831

Monroe quit college at 18 to enlist as a lieutenant in the new army. He crossed the Delaware with Washington to attack the Hessian stronghold in Trenton. When he entered the White House he still had a Hessian bullet in his shoulder. As President his cabinet was a nest of political opponents. This “era of good feeling” brought him an astounding re-election tally: 231 to 1. The one dissident declared that only Washington deserved a unanimous vote.

7. John Quincy Adams ★ “Little Know Ye Who’s Comin’”  
(Words: from Cincinnati Gazette, July 30, 1828 adapted by Oscar Brand; melody: “Highland Muster Roll”; rl, nm, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)  
John Quincy Adams: 6th President, from 1825 to 1829  
Born July 11, 1767; died February 23, 1848

John Quincy’s father, the former President, wrote to him, “You have too honest a heart, too independent a mind.” He was elected because it was believed he would bring stability to a country embattled over slavery and the demands of the new western settlers. John Quincy fought against slavery and campaigned for arts and education. He was responsible for the establishment of the Smithsonian Institution. His campaign song parodied “The Highland Muster Roll,” the list of clans in Scotland marching to fight the British.
8. Andrew Jackson ★ "Jackson and Kentucky"
(Words: Samuel Woodworth; melody: "The Unfortunate Miss Bailey"; rl. ma. Oscar Brand/TRO-Hollis Music, Inc., BMI)
Andrew Jackson: 7th President, from 1829 to 1837 (2 terms)
Born March 15, 1767; died June 8, 1845.

In 1829, Andrew Jackson ("Old Hickory") was decisively elected. Although he was considered "a wild man of the West," he had studied law and had been a judge, a legislator who helped write the Tennessee Constitution, and an unbeatable major general. His campaign song, to the tune of a British vaudeville favorite, "The Unfortunate Miss Bailey," celebrated his great victory at New Orleans, a battle fought three weeks after the signing of the peace treaty. This song is an example of how songs can be used to help create a populist hero: a "Hunter from Kentucky" and a war hero. Nothing is said about Jackson's life as a lawyer or legislator; only his personal courage and leadership are mentioned. This kind of populism is found in many later elections through the end of the 20th century.

9. Martin Van Buren ★ "Rockabye, Baby"
Martin Van Buren: 8th President, from 1837 to 1841
Born December 5, 1782; died July 24, 1862.

Van Buren was a tavern keeper's poorly educated son who wanted to be a lawyer. At the age of 16, standing on a bench so he could be seen, he won his first case. Next, he studied for the bar in New York and became a successful trial lawyer, state senator, attorney general, U.S. Senator and, finally, with Jackson's help, President. He infuriated working people and businessmen by refusing to help them in the general depression.

This was an election in which songs were widely used to attack the opposition, and "outright lies were joined with half-truths to create an image of 'Homespun' Harrison and 'aristocratic' Van Buren." (Silber 1971:36). Van Buren's songs attacked the Whig party and its candidate, William Henry Harrison, hero of the battle of Tippecanoe. The Whig party, for its part, produced "Log Cabin songbooks," which marked the first appearance of the campaign songbook in American history (Silber 1971:34). "Rockabye Baby" is a response to the "log cabin populism," it neatly turns the rural heroes and the Whig party into drunkards and good-for-nothing tricksters in this remarkable adaptation of a lullaby.

The "attack" level of the songs of this election can be seen in this verse from a Pro-Harrison song:

Who rules us with an iron rod,
Who moves at Satan's beck and nod,
Who heeds not man, who heeds not God?

Van Buren! (Silber 1971:36).

10. William Henry Harrison ★ "The Harrison Yankee Doodle"
William Henry Harrison: 9th President, 1841 (died in office)
Born February 9, 1773; died April 4, 1841.

Harrison was hailed as a young hero of the West. He was 68 years old. But he had led a successful cavalry charge against a band of hopelessly outnumbered Indians on the shores of the Tippecanoe River in Indiana. A Baltimore newspaper attacked him with "Give him a barrel of hard cider and he'll sit the remainder of his days in a log cabin by the side of a sea-coal fire." The Harrison folk took up the slogan, "Tippecanoe and Tyler, too, log cabin and hard cider." He was inaugurated on a cold and windy day, caught pneumonia and died one month later. His Vice President, John Tyler, took office. Harrison's Presidential campaigns were marked by hundreds of songs.
"Harrison's Yankee Doodle Dandy" magnifies his military accomplishments using a familiar melody and celebrates the very rural "log cabin and hard cider" the previous song makes fun of.

11. John Tyler ★ "Tippecanoe and Tyler Too"
(Melody: "Old Dan Tucker"; rl. ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)
John Tyler: 10th President, from 1841 to 1845
Born March 29, 1790; died January 18, 1862

Tyler fathered 15 children. In 1842, during his second year in the White House, his first wife died, leaving him with eight children. At the age of 54 he married a 23 year old woman, which made him unpopular with the voters. When he vetoed the favorite bills of his supporters, his entire cabinet resigned. The aged Andrew Jackson called him "an imbecile in the Executive Chair." The last act of the man his opponents called "His Acidency" was to bring Texas into the Union.

Tyler never ran for the Presidency, and thus there are few songs about him. This is another song from the Harrison campaign, but one that mentions Tyler.

12. James K. Polk ★ "Jiminy Polk of Tennessee"
(Word by J. Greinert; melody: "Dandy Jim of Caroline"; rl. nm, ma, Oscar Brand/ TRO-Hollis Music, Inc., BMI)
Words and melody in Silber 1971:49.
James K. Polk: 11th President, from 1845 to 1849
Born November 2, 1795; died June 15, 1849

Unlike earlier Presidents, Polk a was little-known candidate when he was nominated by the Democrats, and he still is little known. Polk reduced the tariff, created an independent treasury, forged an agreement with Britain on the Oregon boundary, and acquired California. He accomplished all this despite a war with Mexico and the opposition of Congress.

The song cited is as simple as he was complicated. (The "Locofocos" were radical Democrats who had to illuminate one of their meetings with matches called "locofocos" when the opposition switched off the lights.)

13. Zachary Taylor ★ "Rumadum Dum"
(Melody: "Old Dan Tucker"; rl. ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)
Zachary Taylor: 12th President, from 1849 to 1850 (died in office)
Born November 24, 1784; died July 9, 1850

"Old Rough And Ready" never lost a battle but observed, "I look upon war as a national calamity." Positioned as a war hero, he was elected without ever having held a civil office, partly as a compromise candidate on slavery. In the face of ferment, he advocated moderation. The slavery issue was too much for him and his Whig Party, however. Despite the vigor of his theme song, taken from Dan Emmett's "Old Dan Tucker," his motto could have been "Let It Be." He died after 16 months in office, complaining, "My motives have been misconstrued, my feelings betrayed." This song is notable for its singable chorus.

14. Millard Fillmore ★ "The Union Wagon"
(Melody: "Wait for the Wagon"; rl. ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)
Millard Fillmore: 13th President, from 1850 to 1853
Born January 7, 1800; died March 8, 1874

Born and raised in New York State, Fillmore looked like a President, handsome and statesmanlike. His compromises on the question of slavery left him with no support on either side, although his intention was to prevent civil war. When Taylor died, his Whig Party sang pro-Fillmore songs like the parody of R. B. Buckley's "Wait For the Wagon," but Fillmore wasn't nominated. In 1856, despite his qualms, he became the candidate of the "Know-Nothings," the anti-Catholic, anti-immigrant "Native American Party." He lost the election and retired to Buffalo.
15. Franklin Pierce ★ “Pierce and King”

(Words: from the Brooklyn Eagle; melody: “Nelly Bly”; rl, ma, Oscar Brand/ TRO-Hollis Music, Inc., BMI)

Words and melody in Silber, 1971:64.
Franklin Pierce: 14th President, from 1853 to 1857
Born November 23, 1804; died October 8, 1869

Franklin Pierce was a successful lawyer. He was young, handsome, and a brigadier general in the war with Mexico, outnumbered by the Whig candidate, General Winfield Scott. But the Whig Party was on its last legs, as was General Scott. Pierce and the Locofoocos won. The influential Abolitionists couldn’t abide Pierce’s attempts at compromise, and they helped defeat him in the 1856 re-election campaign.

16. James Buchanan ★ “Buchanan and John Breckenridge”

(Words and music by Stephen Foster; rl, rm, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)

James Buchanan: 15th President, from 1857 to 1861
Born April 23, 1791; died June 1, 1868

1856 saw the appearance of the Republican Party with its strong opposition to institution of slavery. Republican John C. Frémont was defeated by James C. Buchanan, but the deep divisions over slavery were not resolved.

“Old Buck” Buchanan was a peacemaker, and his campaign song called for understanding between North and South on the question of slavery. Meanwhile, Mormons were threatening war in Utah, John Brown was to be hanged for insurrection, the Dred Scott decision was a disaster, and famed explorer John C. Frémont was the popular candidate of the new, anti-slavery Republican Party. Buchanan tried to maintain a national equilibrium and was voted out of office.

17. Abraham Lincoln ★ “Lincoln and Liberty Too”

(Words: Jesse Hutchison; melody: “Racin the Bean”; rm, ma, Oscar Brand/ TRO-Total Music Services, BMI)

Abraham Lincoln: 16th President, from 1861 to 1865 (Assassinated in office)
Born February 12, 1809; died April 15, 1865

Abraham Lincoln was a self-made lawyer, one of the most successful in Illinois. He was a powerful man, 6 foot 4, weighing almost two hundred pounds. He was elected three times to the county assembly and served a term in Congress. He believed that his debates with Stephen A. Douglas, “will tell for the cause of civil liberty long after I am gone.” As he expected, it wasn’t necessary to make any campaign speeches—everyone knew what he stood for. The South knew and made plans to secede even before he took the oath of office.

This was a period of intense political debate, and not surprisingly a great number of songs were written and published around the issues. “Lincoln and Liberty Too” is one of the most famous of the songs of the period.

18. Andrew Johnson ★ “Just Before Election, Andy”

(Melody: “Just Before the Battle, Mother”; rl, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)

Andrew Johnson: 17th President, from 1865 to 1869
Born December 29, 1808; died July 31, 1875

Andrew Johnson was Lincoln’s Vice President and became President after Lincoln’s assassination in 1865. Like Lincoln, he was born poor in rough country. He was apprenticed to a tailor and throughout his life made his own clothes. He was a popular Governor of Tennessee, became a Senator,
then Vice President. But, campaigning to carry out Lincoln’s program of forgiveness, on a wide pre-campaign swing, he met with furious opposition. When he fired Secretary of War Stanton without the consent of the Senate – as required in a newly-passed law – impeachment proceedings were begun. He was not removed from office, but the Republicans did not nominate him to run again. Even though he did not campaign, there are plenty of anti-Johnson songs, this one to the tune of “Just Before the Battle, Mother.”

19. Ulysses S. Grant ★ “Grant, Grant, Grant”
(Melody: “Trump, Tramp, Trump”; rl, ma, Oscar Brand/TRO-Holly’s Music Services, BMI)
Ulysses Simpson Grant: 18th President, from 1869 to 1877 (2 terms)
Born April 27, 1822; died July 23, 1885

Grant learned military tactics at West Point. During the Mexican War he was promoted to captain for bravery. He then tried farming, selling real estate, and working in his father’s leather shop, but was recalled when the Civil War started. He was a fighting officer, whereas many of the Union generals were half-hearted about battling other Americans. Lincoln said, “I can’t spare this man. He fights.”

Many of the campaign songs for Grant were based on military melodies and themes, like “Grant, Grant, Grant.” They extolled his military service. His administration was notable for its corruption, but Grant was re-elected as an innocent but heroic dupe.

20. Rutherford B. Hayes ★ “For Hayes and Wheeler, Too”
(rl, ma, Oscar Brand/TRO-Holly’s Music, Inc., BMI)
Rutherford B. Hayes: 19th President from 1877 to 1881
Born October 4, 1822; died January 17, 1893

Hayes was a volunteer during the War Between the States and was promoted to the rank of major general. After the war he became a congressman and Governor of Ohio. As Republican nominee for President he seemed to have lost to Samuel Tilden in the Electoral College. However, some southern electors changed their votes in return for a promise that federal troops would be withdrawn from the South. Hayes fought for honest government and announced he would run for only one term. Political bosses ‘Tweed and Morrissey were gratified when he decided not to run again.

21. James A. Garfield ★ “If the Johnnies Get into Power”
(Words: anonymous; melody: “When Johnny Comes Marching Home”; rl, ma, Oscar Brand/TRO-Holly’s Music, Inc., BMI)
Additional text in Silver 1971:116-117:
James A. Garfield: 20th President, from March 4 to September 19, 1881 (assassinated in office)
Born November 19, 1831; died September 19, 1881

Garfield’s mother wanted him to be a preacher. Instead, he worked as a farmer, a bargeman, a carpenter, a janitor, a college professor; a Civil War major general, a collector of customs, and a very successful congressman. The Republicans “waved the red flag” using the alarmist song “When Johnny Comes Marching Home Again,” to warn that Southerners, “the Johnny Rebs,” intended to take over the U.S. government. Like other election songs before and since, it was meant to draw people to a candidate out of fear.

Less than four months after his inauguration, Garfield was killed by Charles J. Guiteau, a deranged office seeker who announced that he wanted Chester A. Arthur as President.

*** Chester A. Arthur: 21st President, from 1881 to 1885
Born October 5, 1830; died November 13, 1886

Arthur was Senator Roscoe Conkling’s personal choice as Collector of Customs for New York City, a position that dispensed political favors and patronage. On Garfield’s death, the political bosses expected to grow rich
when Arthur moved into the White House. Instead, Arthur curtailed the spoils system, carried out civil service reforms, and tried to reduce the national debt. Arthur never ran for the Presidency, and consequently there were no campaign songs written for him.

22. Grover Cleveland ★ "Democrats, Good Democrats"
(Melody "Maryland, My Maryland"; rl, ma, Oscar Brand/TRO-Hollis Music Inc., BMI)
Grover Cleveland: 22nd President, from 1885-1889; 24th President, from 1893-1897
Born March 18, 1837; died June 24, 1908
The song "Good Democrats" recalls the election switch in 1876 and encourages the Democrats to go to the polls and reclaim the Presidency. They did, and in 1884 elected Grover Cleveland. Cleveland's opponent James J. Blaine was on his way to victory when a supporter, Reverend Samuel Burchard, called the Democrats the party of "Rum, Romanism, and Rebellion." Many Catholics turned against Blaine. Cleveland's campaign song praised his honesty, the same honesty that made him unpopular with both parties when he attacked protective tariffs and vetoed hundreds of "pork-barrel" bills. Moreover, a depressed economy and rampant unemployment cost him his re-election.

23. Benjamin Harrison ★ "He's All Right"
(Sources of words and melody unknown; rl, nm, ma, Oscar Brand/TRO-Hollis Music Inc., BMI)
Benjamin Harrison 23th President, from 1889-1893
Born August 20, 1833; died March 13, 1901
Harrison was the grandson of "Old Tippecanoe," still popular with American voters. Ben was a war hero who was elected senator, but was voted out after one term. He was chosen to run against Cleveland, and his adherents sang a vaudeville tune pointing out that President Cleveland had hired a substitute during the War. Harrison's big-business friends and wealthy supporters gave him the biggest campaign fund ever, and he prevailed over the first billion dollar budget in history. When the economy didn't improve, the voters re-elected Cleveland.

24. William McKinley ★ "Marching with McKinley"
(Words: M. C. Dawney; melody: "Marching Through Georgia"; rl, nm, ma, Oscar Brand/TRO-Hollis Music Inc., BMI)
William McKinley: 25th President, from 1897-1901 (assassinated in office)
Born January 29, 1843; died Sept 14, 1901
Theodore Roosevelt claimed that "McKinley has no more backbone than a chocolate curl." But McKinley, as a private, was a brave soldier in the Civil War and a popular Governor of Ohio. He prevailed against William Bryan, who wanted "unlimited coinage of silver and gold," a policy that would favor farmers and small businessmen. As President he annexed Hawaii and called for an inter-oceanic canal. The sinking of the battleship Maine forced a war with Spain wherein Rough Rider Roosevelt became a hero and running-mate for McKinley's second term. Three months after his 2nd inauguration, at the Pan-American Exposition in Buffalo, a young man named Leon Czolgosz shot the President. McKinley died soon after. Using a rousing march, this song addresses the issue of the minting of silver and gold, a major issue in the 1896 campaign. Populist farmer movements, protesting low wages and crop prices, threatened to form an alliance with the growing labor movement to create a third political party. McKinley, the candidate of business, was piloted against Williams Jennings Bryan, endorsed by both Democrats and Populists. Bryan's "Cross of Gold" speech remains a vivid reminder of the rhetoric and concerns of the era, but McKinley, supported by this song and massive donations from businessmen, won the election.
McKinley ran against Bryan again in 1900, with Theodore Roosevelt as his running mate. Roosevelt assumed the Presidency after McKinley's assassination in 1901 by an anarchist.
25. Theodore Roosevelt ★ “Roosevelt the Cry”

(rl, ma, Oscar Brand/TRO-Hollis Music, Inc., BMG)
Theodore Roosevelt: 26th President, from 1901 to 1909 (2 terms)
Born October 27, 1858; died January 6, 1919

When McKinley died, political boss Mark Hanna is said to have cried out, “That damned cowboy is President of the United States!” Cowboy? Roosevelt was born in New York City to a wealthy, upper-class family. A sickly, timid child, he exercised at home and took long, rough trips to the West, which changed him into a tough athlete. David Hill of Tammany Hall distrusted him as did most political bosses.

Roosevelt was elected in 1904 to the tune of an old Scots rousing song. The song builds up Roosevelt and criticizes his opponents. Roosevelt’s “Square Deal” launched the Departments of Labor and Commerce, the Pure Food and Drug Act, and the Workmen’s Compensation Act. Having promised not to run again, he stepped aside for Taft.

26. William H. Taft ★ “Get on a Raft with Taft”

(Words: Harry D. Kerr; music by Abe Holzman; ma, Oscar Brand/TRO-Total Music Services, BMG)

William Howard Taft: 27th President, from 1909 to 1913
Born September 15, 1857; died March 8, 1930

Taft was a newspaperman, lawyer, judge, law professor, and Roosevelt’s Secretary of War, getting bigger with each job. By the time he was a candidate for President he was huge, weighing more than 300 pounds. Consequently, Holzman and Kerr’s song, “Get On A Raft With Taft,” seems comic. As President, he pushed Roosevelt’s policies, sponsoring anti-monopoly laws, a national budget, and the Children’s Bureau, but floundered on the tariff question. Roosevelt hurried back from Africa to help him but decided to run himself. The Republicans were split, and Taft was out. But, after teaching law at Yale for eight years, he became Harding’s choice for Chief Justice of the Supreme Court.

27. Woodrow Wilson ★ “Wilson, That’s All”

(Words: Ballard MacDonald; music: George Walter Brown; ma, Oscar Brand/TRO-Hollis Music, Inc., BMG)
Woodrow Wilson: 28th President, from 1913 to 1921 (2 terms)
Born December 28, 1856; died Washington, DC, February 3, 1924

Thomas Wilson, Woodrow Wilson’s father, was a college professor who became a Presbyterian minister. His son was a college president who became Governor of New Jersey. He surprised the voters by speaking plainly and persuasively. As President he chose excellent advisers: “I not only use all the brains I have, but all I can borrow.” In 1917 he was re-elected with the slogan, “He kept us out of war!” That same year, in what his advisors believed was an inevitable act, he led the country into World War I.

“Wilson, That’s All” was the most popular Wilson campaign song and was based on a whiskey slogan “Wilson—That’s All.” There were more dates than Wilson, of course, including Theodore Roosevelt running as an independent on the Progressive Party ticket—one of the more successful third party candidates in the history of presidential elections. The other candidate was William Howard Taft.

28. Warren G. Harding ★ “Harding, You’re the Man For Us”

(Words and music: Al Johnson; ma, Oscar Brand/TRO-Hollis Music, Inc., BMG)
Warren G. Harding: 29th President, from 1921 to 1923 (died in office)
Born November 2, 1865; died August 2, 1923

Warren Harding was a horn player who worked as a reporter until he bought the newspaper. He was elected to the Senate, and critics agreed that his speeches were an “army of pompous phrases in search of ideas.” But he looked and sounded like a President, and in a “smoke-filled room” the Republicans chose him for the nomination. Harding fought against government regulation of anything except labor unrest. The sale of U.S. oil reserves at Teapot Dome, Wyoming was only one of many scandals. He died in office and Coolidge became President.
"Harding, You're the Man for Us" was the "official Republican campaign song" of 1920. Al Jolson signed his name to this song praising Harding and his running mate, Calvin Coolidge.

29. Calvin Coolidge ★ "Keep Cool and Keep Coolidge"

(Words: Ida Cheever Goodwin; music: Bruce Harper; ma Oscar Brand/TRO-Hollis Music, Inc., BMI)

Calvin Coolidge: 30th President, from 1923-1929
Born July 4, 1872; died January 5, 1933

Coolidge once said, "If you don't say anything no one can call on you to repeat it." As Governor of Massachusetts he called out the state militia to disperse Boston police demonstrating for union recognition. He was hailed as an honest, law-and-order executive. When Harding died, Coolidge was sworn in by his father, a Justice of the Peace in Vermont. His administration was clean and efficient. His campaign song by Ida Goodwin and Bruce Harper mirrored his character. He could have been re-elected in 1929 but he declared, "I do not choose to run."

The song celebrates Coolidge's rural background and his freedom from financial scandals. The song has been called "the official campaign song of the Home Town Coolidge Club of Plymouth, Vermont" (Silber 1971:243).

30. Herbert Hoover ★ "If He's Good Enough for Lindy"

(Sources of words and melody unknown; rl, mm, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)
Herbert Hoover: 31st President, from 1929 to 1933
Born August 10, 1874; died October 20, 1964

Herbert Hoover was a Quaker, son of an Iowa blacksmith. He worked his way through college to become a millionaire mining engineer. He was a genius at the organization of massive enterprises. When World War I ended he took on the feeding of millions of refugees. As Secretary of Commerce, he raised millions of dollars, some his own, to support a tremendous U.S. recovery effort. He was elected President with the largest majority since George Washington.

America's greatest hero at the time was Charles Lindbergh, and this campaign song celebrates their mutual admiration. The world-wide depression eroded Hoover's popularity, and he left the White House in 1933.

31. Franklin D. Roosevelt ★ "Franklin D. Roosevelt's Back Again"

(ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)
Franklin D. Roosevelt: 32nd President, from 1933 to 1945 (elected for 4 terms)
Born January 30, 1882; died April 12, 1945 (in office)

Franklin D. Roosevelt decided to emulate Theodore Roosevelt's march to the White House, running for the New York State Legislature, becoming Assistant Secretary of the Navy, Governor of New York, Vice President and then... He had made it as far as the Navy when he was crippled by polio. But he persisted, and, with the help of his remarkable wife, Anna Eleanor, he was elected Governor of New York. Then he ran as James Cox's Vice-President but the voters preferred Harding. By 1932 he was unbeatable. He ended Prohibition and restored belief in the system with his "New Deal": unemployment insurance, jobs for the needy, retirement programs, housing for the poor, wage and hour laws, and more. He was hailed in a thousand songs, served three full terms, and died during his fourth when winning World War II had become a certainty.

This song celebrates the ending of Prohibition and the optimism following Roosevelt's election. For another version, see the New Lost City Ramblers, Songs of the Depression, Folkways F-5864, 1959.
32. Harry Truman ★ “I’m Just Wild About Harry”  
(Campaign version, adapted from original song by N. Sisse-E. Blake, Warner Bros., Inc.; ASCAP; ma, Oscar Brand)  
Harry S. Truman: 33rd President, from 1945 to 1953 (2 terms)  
Born May 8, 1884; died December 26, 1972  

There’s a famous photo of Harry S. Truman standing between Winston Churchill and Josef Stalin. Truman looks as if he’s been passed in. He didn’t seem to belong among the giants. But he presided over the end of World War II and the revival of Europe with the Marshall Plan; the Truman Plan; and “containment” of Soviet power. For Truman’s 1948 campaign, Eubie Blake wrote new words to his 1921 hit “I’m Just Wild About Harry” commenting, “He shook hands with Black people and integrated the Army. That’s enough for me.” Almost without exception, historians have rated him one of our finest Presidents. See track 42 for another song from the 1948 campaign, “The Same Old Merry-Go-Round,” written for the Henry Wallace campaign.

33. Dwight D. Eisenhower ★ “I Like Ike”  
(Words and music: Irving Berlin/Irving Berlin Music Corp., ASCAP; ma, Oscar Brand)  
Dwight D. Eisenhower: 34th President, from 1953 to 1961 (2 terms)  
Born October 14, 1880; died March 28, 1969

Both major parties offered their nomination for the presidency to Eisenhower, who had been the Supreme Allied Commander of World War II and Supreme Commander of NATO. He refused until 1952 when the Republicans drafted him. His administration was marked with “dynamic conservatism” — foreign aid and containment of Communism. Irving Berlin’s rousing hit from the 1950 musical “Call Me Madam” made a perfect campaign song for both terms.

34. John F. Kennedy ★ “Marching Down to Washington”  
(ma, Oscar Brand)  
John F. Kennedy: 35th President, from 1961 to 1963 (assassinated in office)  
Born May 29, 1917; died November 22, 1963

John F. Kennedy was born into a powerful political family. He was wealthy, a war hero, a Harvard graduate, and a Roman Catholic. That last would have canceled out the rest, but his charm, political acumen, and wealth carried him into the White House. His choice for running mate was Lyndon Johnson of Texas, Majority Leader of the House of Representatives. It was a carefully balanced ticket with a well-financed campaign. As the song “Marching Down to Washington” predicted, it was a triumphal procession. Kennedy proposed income tax cuts, civil rights measures, medical care for the aged. He was assassinated in Dallas by Lee Harvey Oswald, and Lyndon Johnson assumed the Presidency.

35. Lyndon B. Johnson ★ “Hello Lyndon”  
(Words and music: Jerry Herman/Edwin H. Morris & Co., ASCAP; ma, Oscar Brand)  
Lyndon B. Johnson: 36th President, from 1963 to 1969  
Born August 27, 1908; died January 22, 1973

With his “Great Society” initiatives, Johnson developed civil rights bills, tax reduction measures, anti-poverty programs, medical care for the aged, housing, education, and other programs evocative of Franklin D. Roosevelt’s New Deal. But fierce protests against the escalation of the Vietnam War caused him to forego a second term. His theme song was an American favorite, “Hello, Lyndon,” which was a rewritten version of Jerry Herman’s musical comedy hit, “Hello, Dolly,” calling the popular first lady by her nickname, “Ladybird.”
36. Richard M. Nixon ★ "Buckle Down with Nixon"
(Parody based upon the original work "Buckle Down, Winsocki," R. Blane-H. Matin/Chappell & Co., ASCAP; ma, Oscar Brand)
Richard M. Nixon. 37th President, from 1969 to 1974 (2 terms, resigned during 2nd term)
Born January 9, 1913; died April 22, 1994
Richard Nixon’s road to the White House was paved with a series of anti-Communist postures at a time when the country was apprehensive of aggressive Soviet adventures and the threat of Chinese Communism. As President he took the U.S. out of Vietnam, held a summit meeting in Moscow with Leonid Brezhnev, and made an astonishing trip to confer with Chairman Mao of China. His adroit foreign policy was hailed in his campaign song, a “football-type” anthem written for the Broadway musical “One Step Forward.” However, his administration engaged in extra-legal efforts to ensure his re-nomination, the Watergate break-in among them, and he resigned rather than risk impeachment.

37. Gerald Ford ★ "I'm Feeling Good About America"
(Robert K. Gardiner; ma, Oscar Brand)
Gerald R. Ford. 38th President, from 1974 to 1977
Born Leslie King, Jr, July 14, 1913 (When his mother remarried, he was adopted by his stepfather.)
In 1973, Nixon’s Vice President, Spiro Agnew, resigned as a consequence of a scandal dating back to his days as Governor of Maryland. Nixon called on the popular Gerald Ford, known as “The Congressman’s Congressman” to be his Vice President. When Nixon resigned, President Ford pardoned him. In less than a week, Ford’s approval rating dropped from 71% to 49%. Nevertheless, the economy was improving and a summit meeting in Finland lessened international tensions. Ford presided over the nation’s Bicentennial celebrations, but his lack of charisma cost him the election. His campaign song in 1976 was appropriately unprepossessing.

38. Jimmy Carter ★ "Why Not the Best?"
(John L. Turner, IVSST Group, Ltd., ASCAP; ma, Oscar Brand)
Born October 1, 1924
The 39th President was a deeply religious man who graduated from the U.S. Naval Academy and worked on the nuclear submarine program. As Governor of Georgia, he fought racial discrimination and reorganized the disorderly, wasteful state agencies. As President, he brokered a peace settlement between Israel and Egypt, but his avowed promise to reorganize the national government made veteran legislators hostile. Then, his triumphant deal with the Soviet Union to create arms limitations dissolved when the Soviet Army invaded Afghanistan. He was unable to free hostages taken by Iranian terrorists and boycotted the Moscow Olympics. Despite a fetching country music campaign song, the electorate no longer accepted him as a good executive.

39. Ronald Reagan ★ "California Here We Come"
(R. De Sylva-Al Jolson-J. Meyer/Warner Chappell, ASCAP; Jo Ro Music, ASCAP; Steven Valentine Music, ASCAP; nl, ma, Oscar Brand)
Ronald W. Reagan. 40th President, from 1981 to 1989 (2 terms)
Born February 6, 1911
Reagan was a popular actor who became President of the Screen Actors Guild. He toured the country making corporate speeches for the business community, which supported him when he decided to run for Governor of California. Wherever he campaigned, the band played Meyer and DeSylvia’s rousing “California, Here I Come,” and his smiling demeanor made even his detractors feel good. As President, he adopted the supply-side theory, expecting increased supplies to bring about increased demand. He cut taxes, increased spending, and presided over a thaw in the Cold War. Easily re-elected, his administration was damaged by the Iran-Contra affair in which missiles were illegally sold to Iran and the money was used to finance an insurgency in Nicaragua. Nevertheless, he left office still called "The Teflon President" because the scandals never stuck to him.
40. George Bush ★ "This Land Is Your Land"  
(W. Guthrie/TRO-Ludlow, BMI; ma, Oscar Brand)  
George Bush: 41st President, from 1989 to 1993  
Born June 12 1924  
As a Navy bomber pilot during World War II, Bush was awarded the Distinguished Flying Cross. He made a fortune in Texas as an independent oil wildcatter and ran for Congress. He lost, but was named Ambassador to the United Nations. Then President Ford chose him to head the Central Intelligence Agency. He was Vice-President under Reagan and was elected President thereafter. He ordered an invasion of Panama and a ground offensive in the Persian Gulf to stop the Iraqi invasion of Kuwait. He had no official song, but the Republicans used Woody Guthrie’s well-known “anthem” during the campaign. It is generally agreed that Woody, who wrote songs for the Harry Wallace campaign in 1948 and died in 1967, wouldn’t have approved the use of his “liberal” song by conservative Republicans.

41. William J. Clinton ★ “Don’t Stop Thinking About Tomorrow”  
(Fleetwood Mac-Christine McVie/Fleetwood Mac Music Co., BMI; ma, Oscar Brand)  
William Jefferson Clinton: 42nd President, from 1993  
Born (William Jefferson Blythe) August 19, 1946  
Bill Clinton’s father died before he was born and he adopted his stepfather’s name. With a B.A. in International Affairs, a Rhodes Scholarship at Oxford, and a law degree from Yale, he chose politics as his profession and four times was elected Governor of Arkansas. When he became President he took steps to reduce government spending and increase taxation on wealthy Americans. The Clinton-Gore campaign song was a 1970s Fleetwood Mac hit, “Don’t Stop Thinking About Tomorrow.” It was especially appropriate after two Republican Presidents and for an administration focused on the coming millennium.

42. The Same Old Merry-Go-Round  
(Words and music: Ray Glaser and Bill Wulff; ma, Oscar Brand)  
This song was originally written for the Henry Wallace campaign, which was said to have more songs than votes. Woody Guthrie, Pete Seeger, Alan Lomax, and others all wrote and sang songs for the Wallace campaign in 1948. This song highlights one of the features of the two-party system: the parties often look a lot alike; many important features of the country continue regardless of which is in power. Some third parties have espoused radical changes, but none of them has yet been able win an election.

43. Song of the Presidents  
(ML, ma, Oscar Brand/TRO-Hollis Music, Inc., BMI)  
As a musical mnemonic device “The Presidents” was used in Appalachian schools in the 19th century. Since it ended with Millard Fillmore, Oscar Brand re-wrote it for a Kentuck Educational Television series and brought it up to date.

The Presidents  
George Washington was first in war and first among our presidents, Next, Adams, his Vice-President, as leader took up residence. The people turned to Jefferson because their cause he pleaded, James Madison and the British war of 1812 succeeded. Next, James Monroe who did bestow an era of good feeling, And John Q. Adams followed him, for extra power appealing. When Jackson won at New Orleans, the voters said, “We need him.” Then he arranged for little Matt Van Buren to succeed him.
Tippecanoe stayed one short month, old William Henry Harrison. John Tyler finished up his term, but there was no comparison. Next, Mexico was challenged by James Polk, who took in Texas. Then Zachary Taylor ran and won, but slavery did vex us.

When Taylor died, Mill Fillmore tried, but never took his place, sir. And Franklin Pierce met troubles that he really couldn't face, sir. When bachelor Buchanan found he hadn't what was needed, They called on old Abe Lincoln and the southern states seceded.

Lincoln won the Civil War, but then a bullet reached him. Andrew Johnson took his place, but Congress near impeached him. We next elected U. S. Grant, whose friends got busy stealing. Then Hayes, who wasn't bad, but won by wheeling and dealing.

Brave Garfield then presided well till Guiteau got too nervous. And honest Chester Arthur came with rules for civil service. New Jersey’s Grover Cleveland tried to help the Indian nations. Ben Harrison brought six new states, but Indians got short rations.

Cleveland, then was twenty-fourth as well as twenty-second. And though McKinley humbled Spain, assassination beckoned. Teddy Roosevelt shook a stick at trusts who tried to bust us. William Howard Taft came next, and then became Chief Justice.

Though Woodrow Wilson fought a war, for peace he kept on toiling. And Harding died of shame because his Teapot Dome kept boiling. Then Coolidge, Silent Cal, took charge and never changed expression. Next, Herbert Hoover came to town and with him the Depression.

Roosevelt brought a brand New Deal, four terms in office winning. But Truman finished World War II, the Atomic Age beginning. Ike Eisenhower took us from Korea without malice. The Peace Corps came with Kennedy, but he was shot in Dallas.

The war in Vietnam so troubled Johnson he retired. Then Nixon tried to end the Chinese, but resigned lest he be fired. Next, Gerald Ford was sandwiched in, then Georgia’s Jimmy Carter. But hostages and economics made his efforts harder.

Ronald Reagan took the lead and debt went through the ceiling. He went to meet the Soviets, for honest peace appealing. George Bush presided while the Soviets disintegrated. And then, Bill Clinton came to power and twice was designated.

200 years and more have passed since Washington’s election. We haven’t done too badly in the process of selection. The people choose their leader and then tell him where to lead ‘em. And somehow we keep traveling on the road to peace and freedom.

Folkways Discography

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Winners and Losers: Campaign Songs from the Critical Elections in American History, Peter Janovsky, 3 volumes (F37260 and 27261, issued in 1975 and 1980)
American History in Ballad and Song (F55801, issued in 1960)
American History in Ballad and Song volume 2 (F55802, issued in 1982)
Black American History in Ballad, Song and Prose, Langston Hughes, Jean Brannon, Rev. Kirkpatrick, others, (F55776, issued in 1974)
But the Women Rose Vol. 1: Voices of Women in Early American History (F5535, issued 1971)
But the Women Rose Vol. 2, Voices of Women in Contemporary American History (F5536, issued in 1971)
America Revolution in Song and Ballad (F5277, issued in 1975)
American Revolutionary War Songs to Cultivate the Sensations of Freedom, The Committee of Correspondence (F5279, issued in 1976)
Ballads of the War of 1812, Wallace House (F5002, issued in 1954)
Songs of the Suffragettes, Elizabeth Knights (F6281, issued in 1956)
American Industrial Ballads, Pete Seeger (SFV 40058)
That's Why We're Marching, World War II and the American Folksong Movement (SFV 40031, issued in 1996)

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Oscar Brand is a prolific recording artist, composer, producer, playwright, actor, host of a 50-year-running radio show, and lively performer. Born in Winnipeg, Manitoba, Canada, he has lived for decades in and around New York City. He has had an enduring interest in U.S. political song. He recorded an earlier Folkways LP in 1960, Election Songs of the United States, and created the score for the musical How to Steal an Election. For more information about him, and for information about his upcoming performances, consult his website: http://www.oscarbrand.com

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