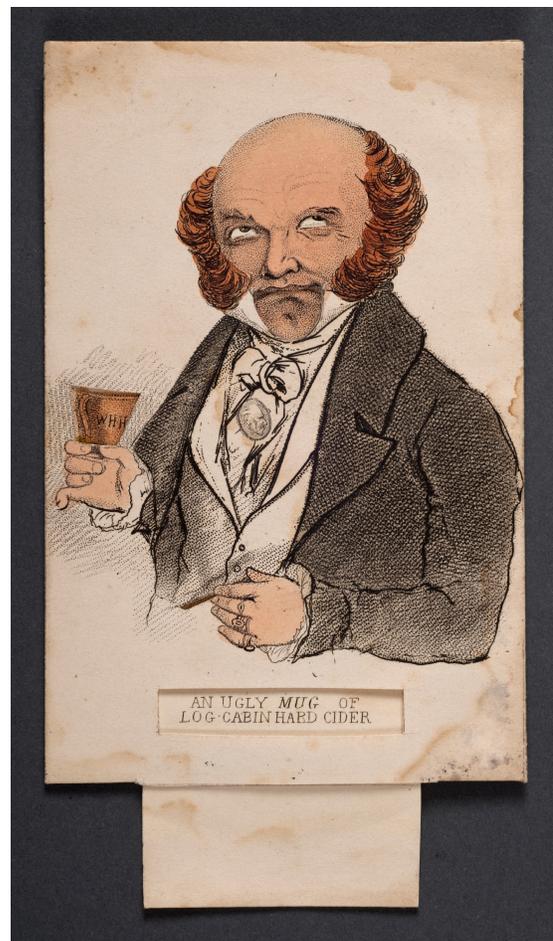
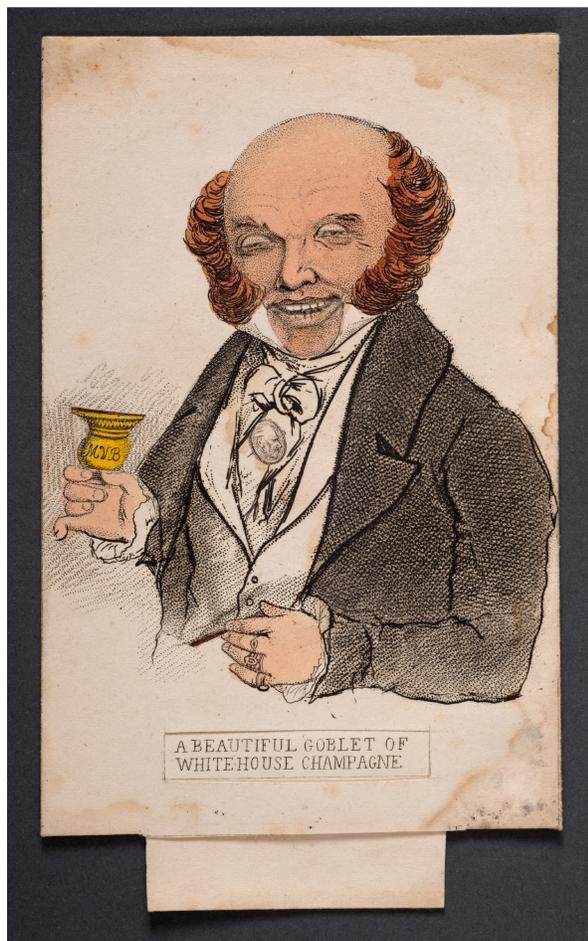


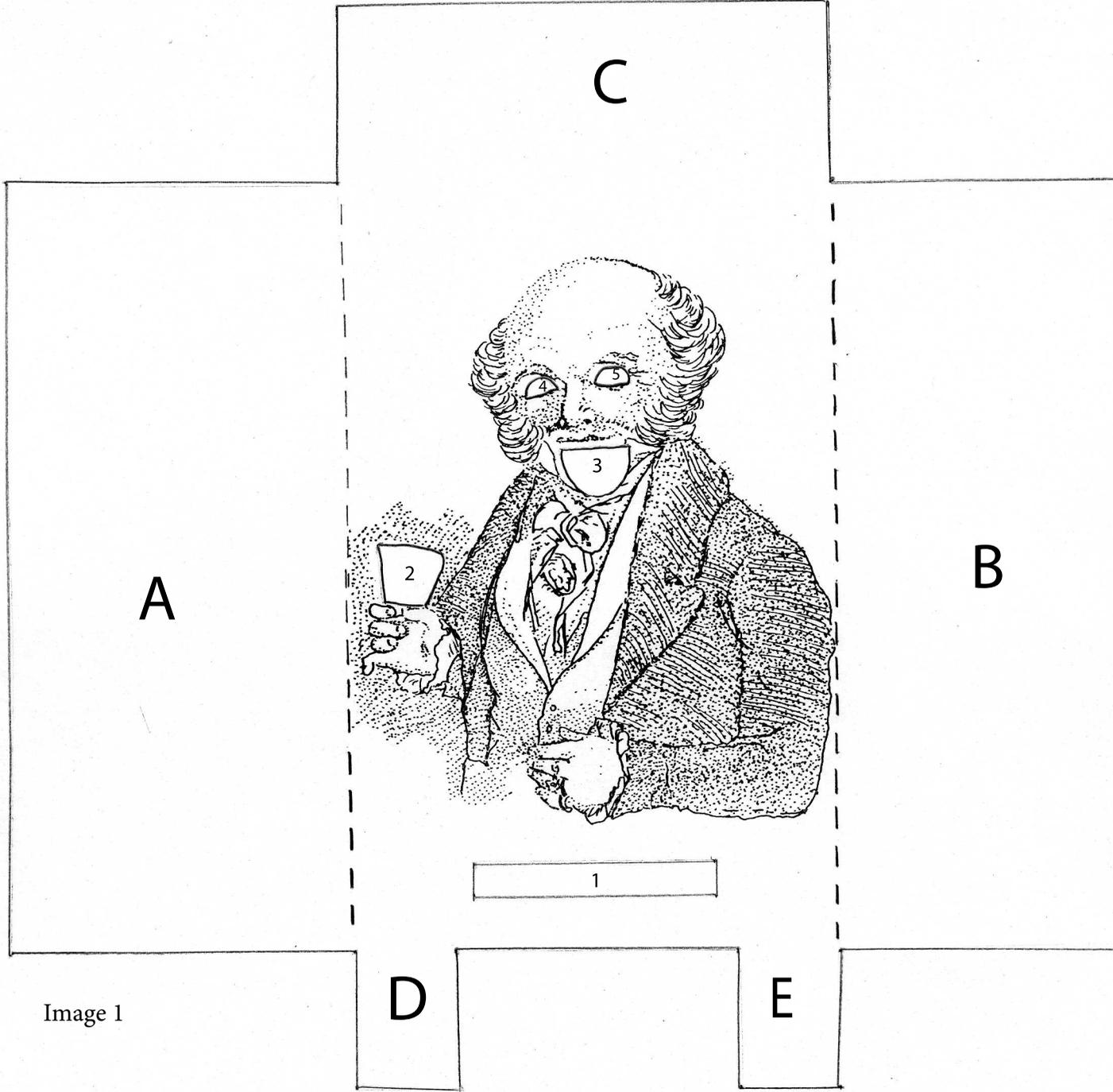
1840 Presidential Campaign: Recreate a Whig Party Campaign Token

The 1840 presidential election between Martin Van Buren and William Henry Harrison paved the way for the political campaigns that we have today. It included activities and items we recognize as common of modern campaigning. Harrison's Whig Party embraced many novel tactics such as songs and slogans and campaign giveaways. The popular song, *Tippecanoe and Tyler Too*, is from this campaign.

The Whigs campaigned vigorously against Van Buren and the Democratic Party which was slow to adopt the new active campaign style. Although he had been born poor the Whigs portrayed Van Buren in a negative light; they made him appear as an aristocrat and a lover of expensive items. This fed opposition to Van Buren who as president was attempting to manage the economic Panic of 1837 which had caused many bank failures and high unemployment. The Whigs cast Harrison in a positive light; as an effective manager and a war hero. Although born into wealth, he was portrayed as a common man, born in a log cabin, who loved to drink cider. He was portrayed as someone empathetic to the economic plight of regular citizens.

This activity recreates a Whig campaign token. Mechanical cards such as this were a novelty item that became increasingly popular in the second half of the nineteenth century for promoting sales. This card portrays Van Buren first smiling and enjoying and "a beautiful goblet of White House champagne" with his initials on it, but when the tab is pulled the champagne is replaced by an "ugly mug of log cabin hard cider" this time with Harrison's initials. Van Buren's smile is replaced with a frown. Harrison and the Whigs went on to defeat Van Buren.





C

A

B

D

E

2

3

4

5

1

Image 1

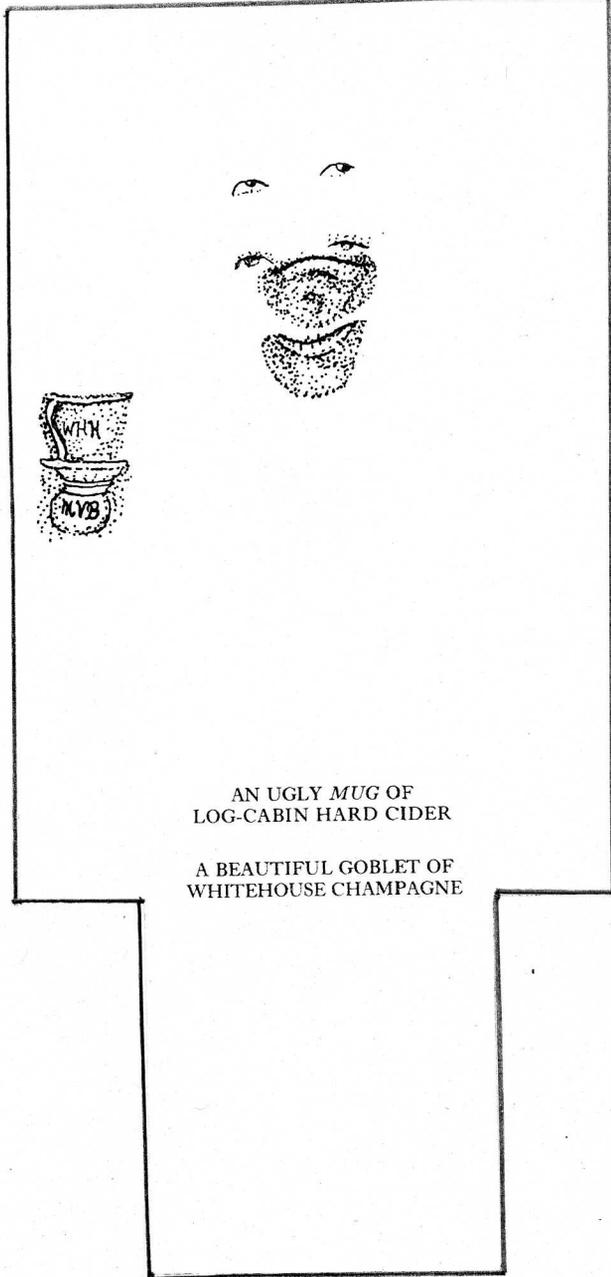


Image 2

1. Cut the outlines of both image 1 & 2
2. Cut out numbers 1,2,3,4, and 5 on image 1
3. Place image 2 with the picture facing down on the back of image 1
4. On image 1 fold A on dotted line
5. On image 1 fold B on dotted line
6. On image 1 fold C on dotted line
7. Tape the back of it