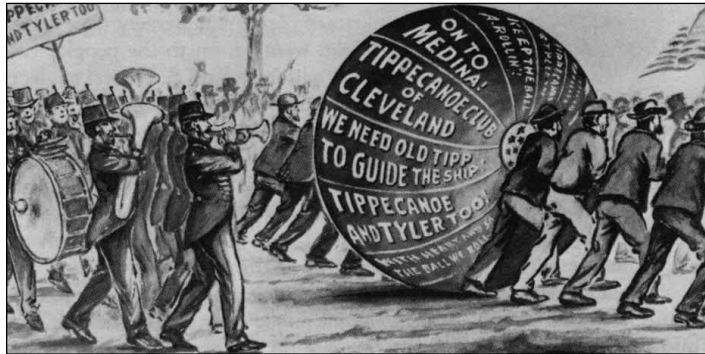


1828-1840: The Campaign as Spectacle



1840: Whig Party Newspaper Banner



1840: Whig Rolling Ball



1840: Whig Party Parade

TIPPECANOE AND TYLER TOO

Words: Alexander Coffman Ross

Melody: "Little Pigs"

*Oh, who has heard the great commotion,
motion, motion, all the country through?
It is the ball a rolling on,*

*For Tippecanoe and Tyler too, For Tippecanoe and Tyler too
And with them we'll beat little Van, Van,
Van is a used up man,
and with them we'll beat little Van. (CHORUS)*

*Sure, let them talk about hard cider, cider, cider
And log cabins too,*

It will only help to speed the ball

CHORUS

*Like the rush of mighty waters, waters, waters
Onward it will go*

And its course will bring you through

CHORUS

1840: "Tippecanoe and Tyler Too" Song Lyrics

Essay Question:

Explain how the Campaign of 1840 influenced all future presidential elections through initiating the campaign as grand spectacle. Reference at least three of the documents above in your essay.

NAME:

Date:

How did the penny newspaper, *The Log Cabin*, encourage voters to celebrate Harrison's campaign?

Name three elements of a Whig Party parade that might be present in a political convention today.

Give two examples of how popular songs have encouraged voter participation in Presidential election campaigns.

Name two kinds of modern media that serve the same function as the Whig rolling ball in embedding campaign slogans in voters' minds.
