

Collection #
SC 3047

OHIO AND INDIANA POLITICAL ADVERTISING MATERIALS, 1936

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Processed by

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COLLECTION INFORMATION

VOLUME OF
COLLECTION: 8 folders

COLLECTION
DATES: 1936

PROVENANCE: Bookworm & Silverfish, Wytheville, VA, 1998

RESTRICTIONS: None

COPYRIGHT:

REPRODUCTION
RIGHTS: Permission to reproduce or publish material in this collection
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ALTERNATE
FORMATS:

RELATED
HOLDINGS:

ACCESSION
NUMBER: 1998.0593

NOTES:

HISTORICAL SKETCH

During the first half of the twentieth century, campaigns have changed from being party-centered to candidate-centered. Women gained the vote with the ratification of the Nineteenth Amendment in 1920; this greatly expanded the number of people that candidates tried to reel in with their advertisements. American advertising has grown in importance and scope since the 1920s. This collection illustrates the blurred district lines between states; people may have lived in one state but worked in another. This phenomenon may account for some of the cross-over in the advertisements.

Sources:

Materials in the collection.

CQ Press, *Guide to U.S. Elections*, 5th ed., v. 1, Washington, D.C.: CQ Press, 2005.

Daniel Pope, "Making Sense of Advertisements," *History Matters: The U.S. Survey on the Web*, <http://historymatters.gmu.edu/mse/ads/ads.pdf>.

L. Sandy Maisel, ed., *Political Parties & Elections in the United States: An Encyclopedia*, v. 1, New York: Garland Publishing, Inc., 1991.

SCOPE AND CONTENT NOTE

The collection consists of an assortment of Indiana and Ohio related political materials, most of which are undated. The materials all have to do with the marketing of political candidates and paying for political campaign materials in eastern Indiana and western Ohio.

The folders consist of:

A business card for the American Moving Picture Supply Company with an address for Mrs. H. Cabot[?] on the back.

Campaign expense papers, n.d. These papers seem to deal with what goes into managing a campaign, such as expenses and regional advertising. Most of the candidates listed are from Randolph County, Indiana.

Political candidate advertisements, falling into three categories: Jay County, Indiana, Mercer County, Ohio, and advertising strategies.

Receipts from various printing transactions: many of these spaces were sold to G.A. Holman, who was possibly a campaign manager. Most of these candidates were likely Ohio candidates who were advertised in Indiana.

Two article drafts for candidates of Paulding County, Ohio: Harry J. Hansen and Sam A. Graves.

65 printed "fill-in-the-blank" forms created by the Smith Newspaper Service of Ashley, Indiana. The forms are numbered 1–26: some numbers are missing, while other numbers have multiple copies. The purpose of these forms seems to have been to take a reader poll: readers could fill in names of candidates that they thought could win the election.

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Campaign expense papers, n.d.	Folder 2
Political Advertisements: Jay County, Indiana, n.d.	Folder 3
Political Advertisements: Mercer County, Ohio, n.d.	Folder 4
Political Advertisements: Strategies, n.d.	Folder 5
Political advertising receipts, 1936.	Folder 6
Political candidates article drafts: Paulding County, Ohio, n.d.	Folder 7
Smith Newspaper Service printed "fill-in-the-blank" campaign forms, n.d.	Folder 8

CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog:
<http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, SC 3047).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.