Source 1
Charles Ross interview with Collier’s Magazine

Note: Charles Ross served as Truman’s Press Secretary from September 1945 to December of 1950, when he died. He had attended school in Independence, MO with both Harry and Bess Truman.


Ross Questions
1. Who was the author of the document? (Circle the author’s name and who they are)
2. When was the document written? (Underline the date)
3. Who was the intended audience?
4. Identify the strategy that Ross indicates that the Truman group used to win.
5. This document might not give me the whole picture because ......

Using the following code, mark evidence that would support one of the factors leading to the win.
TCS=Truman Campaign Strategy  OC=Opposition Candidates  PS= Public Support
Collier's Opinion on Henry Wallace

Collier’s believes...

Henry Wallace is the voice of Russia

No one would have guessed a few years ago that by 1948 Henry A. Wallace would have become the Russian-endorsed candidate for the Presidency of the United States. Few would have guessed that there would be a Russian candidate. Fewer still that Henry Wallace would be cast for the role.

A curious situation has developed. Not since George Washington was President and Citizen Genett presumed to put French interests in the Revolutionary War above what President Washington regarded as American interests has any foreign power been so deeply involved in American affairs. The opposition between American ideas and Russian Communist doctrines, however, has become the principal cleavage in the world today.

In contrast to Russia, the United States is definitely the home of the free and the chief hope of all other people who aspire to remain free or to win freedom. Consequently, the issues being argued during this Presidential campaign are actually a world debate that is of concern everywhere. Henry Wallace, born sixty years ago this October 7th, has somehow come to be the Russian spokesman in this struggle.

Of the fact that Henry Wallace is the voice of Russia there can be little doubt. Communists claim him in their hope, and not without reason. Again and again he has made Russian opinions his own without even understanding the meaning of the words he used. His attack on Bernard M. Baruch and the Atomic Energy Commission was merely one example in a long record. In the atomic-bomb discussion Henry Wallace first agreed to correct misstatements he had made concerning the Baruch report and later refused to do so on the ground that the man who had written his (Wallace’s) comments was in Europe and could not be reached. On many other occasions both in what he said and in what he refrained from saying Henry Wallace acted as a puppet for the Communists.

The Philadelphia convention that nominated him for the Presidency was manipulated by known Communists. Wallace himself frankly admitted that he would accept the support of the Communists. Not everybody who votes for Wallace in November will be a Communist, but up to now his campaign has been directed along Communist lines.

This is indeed a strange development. Henry Wallace’s father was Secretary of Agriculture in the Republican Cabinet of Warren Gamaliel Harding. Henry Wallace was born in Iowa, in rich country. He inherited a prosperous publishing business from his father. He was a lively editor in his own right. When he went to Washington in 1933, he was backed by Republicans as well as by Democrats.

Somewhere along the line Henry Wallace strayed from the common sense that is so abundantly distributed in Iowa. First he picked up with curious economic doctrines such as creating artificial scarcities, killing little pigs and what not, as a way of producing abundance and prosperity for the multitudes.

Then he fell into the habit of hating political opponents and rivals. Hate does not wear well, and soon by virtue of his hatred and doubledeeds of his ambitions, Henry Wallace had shed his old friends and associates. By the time he finished his one term as Vice President he was the loneliest man in the Senate side of the Capitol.

Then came the disappointment of not being renominated as Vice-President and the feud with Harry S. Truman, senator, Vice-President and President. To oppose President Truman, Henry Wallace has had to oppose the American foreign policy approved both by Democrats and Republicans.

Henry Wallace became the spokesman of Russia because Harry S. Truman and Thomas F. Dewey united in expressing and in upholding a bi-partisan foreign policy which happens to be in the great American tradition.

It is tragic that a once so promising American should permit himself to be the spokesman of Russian Communist imperialism at such a time in world history. Henry Wallace is paying the heavy price of hatred and unrestrained ambition.

He will poll a considerable vote in November. Some experienced observers think he may get as many as 7,000,000 votes. But he will not defeat Mr. Truman nor elect himself. If President Truman is not elected Henry Wallace will not have caused his defeat.

Meanwhile, Henry Wallace will have destroyed the remnants of faith in him and friendship for him that have survived from his simpler Iowa days. It is a dreadful thing to earn the contempt of a majority of one’s fellow citizens. Henry Wallace is doing that by falling to think and speak and act as an American in a time of national and of world crisis.

W. L. C.

Glossary

Communism- a type of government and philosophy. Its goal is to form a society where everything is shared equally. All people are treated equally and there is little private ownership. In a communist government, the government owns and controls most everything including property, means of production, education, transportation, and agriculture.

Collier’s on Wallace Questions:

1. Who was the author of the document? (Circle the author’s name and who they are.)
2. When was the document written? (Underline the date)
3. Highlight words that illustrate how the author feels about Wallace.
4. This article is an editorial, which expresses the author’s opinion. Who do you think this author voted for in the 1948 election? Why do you say that?

Using the following code, mark evidence that would support one of the factors leading to the win.

TCS=Truman Campaign Strategy  OC=Opposition Candidates  PS= Public Support
Whistle Stop Questions:
1. Make observations (annotations) next to each document.
2. Who was the intended audience?
3. What conclusions can you make about Truman’s campaign from these sources?
4. Do you think the whistle stop campaign was a good strategy? Why/why not?

Using the following code, mark evidence that would support one of the factors leading to the win.
TCS=Truman Campaign Strategy  OC=Opposition Candidates  PS=Public Support
Source 4
Frank McNaughton editorial on Thomas Dewey

Note: Frank McNaughton was a journalist for the United Press. McNaughton was among the press members who traveled with Thomas Dewey as he crossed the country by rail campaigning as the Republican presidential candidate in 1948.


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IT IS MY CONCLUSION THAT MR. DEWEY WILL NOT BE AN INSPIRING PRESIDENT, BUT THAT HE CAN AND WILL BE ELECTED. HE HAS KEPT HIS SPEECHES GENERALIZED (EXCEPT FOR CLOSE THE SALT LAKE CITY TABERNACLE) FOR THE VERY REASON THAT HE HAS NO NEED OF BEING SPECIFIC. I BELIEVE THAT IF THERE IS A POSSIBILITY OF GIVING THE AMERICAN PEOPLE A DETERMINATION AND MOBILIZING THEM IN THE UNITY DEWEY HAS HAMMERED AT, IT WILL HAVE TO BE THE REPUBLICANS THAT DO IT.
BENEATH DEWEY'S PLEASANT EXTERIOR, THERE IS DISCERNIBLE A HARDNESS THAT MAY BE EXACTLY WHAT WE NEED IF IT DOESN'T GO TOO FAR. HE HAS AN ELEMENT OF PERSONAL PIQUE WHICH MAY CAUSE HIM A GREAT DEAL OF TROUBLE. HE LET IT TO ME UPPERMOST AT SPOKANE WHEN ONE OF THE STAGEHANDS KEPT THE MUSIC GOING VIA LOUDSPEAKER AFTER DEWEY WAS READY TO SPEAK. "WOULD SOMEONE PLEASE CHOOSE OF THE MAN WHO IS KEEPing UP THAT MUSIC?" DEWEY ASKED WITH EVIDENT DISPLEASURE. IT WAS SMALL BUT SIGNIFICANT. THIS PETULANCE MAY COST HIM HEAVILY IN THE WHITE HOUSE, WHEN HE STARTS DEALING WITH CONGRESSMEN AND SENATORS HE CAN'T CONTROL.

THERE IS DISCERNIBLE IN HIS ACCEPTANCE OF GIFTS A LACK OF FEELING FOR THE OFFERINGS. HE HAS YET TO TRY ON A HAT OR WAR BONNET. HIS STAFF SOMETIMES HAS A LOW BOILING POINT. A CHANCE REMARK BY A TAXI DRIVER, THAT THE PRESS OUGHT TO GIVE TRUMAN AND THE POOR PEOPLE A BREAK, SET ONE MAN'S FACE CRIMSON. BROUGHT THE ACID RETORT HE' LIKE TO BET THE DRIVER ANY AMOUNT ON THE ELECTION.

RELUCTANCE TO MIX WITH THE MOBS AFTER A SPEECH IS DELIVERED, THE ABRUPT RETURN TO SECLUSION OF THE TRAIN, DISPLAY A CHILL WARMED OVER ONLY BY THE OFFICIAL CHARM TURNED ON BEFORE THE DELIVERY.

DEWEY'S PRESCRIPTION FOR DEALING WITH RUSSIA SOUNDS OMINOUS; IT IS ONE THING TO BE FIRM AND EVEN HARD WITH UNDERLINGS YOU CAN FIRE; QUITE ANOTHER TO TELL UNCLE JOE HE'S GOT TO STOP HERE AND NOW HIS BLUFFING. IT SEEMS TO ME THAT DEWEY MIGHT BE TOO HARD AND RUTHLESS A NEGOTIATOR. I WONDER IF HE KNOWS HOW TO GIVE AT STRATEGIC POINTS. WHICH IS VITAL IN NEGOTIATION. BUT HE CAN LEARN; LET'S HOPE HE LEARNS FAST ENOUGH.
Glossary

Seclusion- to isolate; shut off; keep apart:

Ruthless- without pity or compassion; cruel; merciless:

Dewey Questions
1. Who was the author?
2. Is he a reliable source? Why/why not?
3. This document might not give me the whole picture because .......
4. What else would you want to know from this author?

Using the following code, mark evidence that would support one of the factors leading to the win.
TCS=Truman Campaign Strategy       OC=Opposition Candidates       PS= Public Support
Truman’s advisers evaluated the situation carefully. They spent weeks coming up with a rough blueprint for victory, and then implemented it. Once again, Clifford’s was a potent and acute voice. He summarized the thinking of the campaign staff in an August 17 memo for the president. “The first objective” he began, “is to win a large majority of the 15,000,000 independent voters who overwhelmingly followed the liberal leadership of the Democratic Party in the last four elections.” In order to do this, Truman should continue the drumbeat about the miserable 80th Congress and then link Dewey to it. “The second objective is to win support from three large groups...which can swing the election...: workers, veterans, and Negroes. This does not mean that farmers, small businessmen, and other groups should be overlooked....The third objective it to cut through all party lines by showing that the President’s policy has kept the nation on a road leading to peace, and that changes in this policy may lead to war.” During speeches and interviews, Truman should, Clifford advised, point to the dismal legacy of the Republican presidents in the 1920’s and to the current Republican record on labor and the party’s reluctance to embrace an internationalist foreign policy. Clifford also underscored the importance of seventeen states where the 1944 margin of victory was slim. These states, including New York, Pennsylvania, Ohio, Illinois, Michigan, Missouri, and Wisconsin, shaped Truman’s itinerary for the fall. Clifford recommended three major tours, beginning with the Midwest and a Labor Day speech in Detroit, then heading west and finally to the East, including a swing through rural New York State and a speech in Harlem. The one question was whether he should venture south at all, and as of mid-August, many of his advisers, watching the States’ Rights campaign unfold, were inclined to write off the Deep South entirely. Finally, Clifford strongly recommended that “a trained observer should precede the President at every stop he is scheduled to make. This man should prepare a brief on the town the President is scheduled to visit, explaining the local issues of importance and how they tie into national issues....This man should start his circuit at least two weeks before the President’s tour begins.”

Clifford’s Strategy Questions
1. Who was the author of the document? (Circle the author’s name and who they are.)
2. When was the document written? (Underline the date)
3. The author is trying to convince me......
4. I do/don’t trust this document because......

Using the following code, mark evidence that would support one of the factors leading to the win.
TCS=Truman Campaign Strategy  OC=Opposition Candidates  PS= Public Support
Source 6
1948 Timeline of Decisions, Actions, and Orders: See Attached Timeline

Note: 1948 was a leap year, the Winter Olympics were held in Switzerland, and it was the year of the most surprising presidential election in U.S. history. President Truman had signed Executive Order 9981 which desegregated the military; the Marshall Plan sending aid to U.S. allies in Europe began; the Soviet Union blockaded West Berlin, leading to the U.S. and its allies dropping supplies to those in need; Truman controversially recognized the state of Israel; and housing, inflation, and a “do nothing” congress were just some of the issues making news.

Source Information: Secondary source, created by Adriane New

Glossary

Executive Order 9981- an executive order issued on July 26, 1948, by President Harry S. Truman. It abolished racial discrimination in the United States Armed Forces and eventually led to the end of segregation in the services.

Recognition of the state of Israel- the diplomatic recognition of the State of Israel, which was established by the Israeli Declaration of Independence on 14 May 1948.

“Do Nothing” Congress- President Truman nicknamed it the "Do Nothing Congress" and, during the 1948 election, campaigned as much against it as against his opponent, Thomas Dewey. The 80th Congress passed several significant pro-business bills, the Taft–Hartley Act, but it opposed most of Truman's Fair Deal bills. Truman’s campaign strategy worked, and the Republicans lost 9 Senate seats and 73 seats in the House, allowing the Democrats to begin the 81st Congress.

Marshall Plan - The Marshall Plan (European Recovery Program, ERP) was an American initiative to aid Western Europe, in which the United States gave over $12 billion in economic support to help rebuild Western European economies after the end of World War II. The plan was in operation for 4 years beginning April 8th 1948. The goals of the US were to rebuild war-devastated regions, remove trade barriers, modernize industry, make Europe prosperous again, and prevent the spread of communism.

Berlin Airlift- (24 June 1948 – 12 May 1949) supplies were carried to the people of West Berlin. Aircrews from the United States, Britain, Canada, Australia, New Zealand, and the South Africa flew over 200,000 flights in one year, providing to the West Berliners up to 8,893 tons of fuel and food each day. The Soviets didn’t disrupt the airlift for fear this might lead to open conflict. It succeeded. On May 12, 1949, the USSR lifted the blockade of West Berlin. The Berlin Blockade served to highlight the competing ideological and economic visions for postwar Europe.

Special session- a period when the body convenes outside of the normal legislative session. This most frequently occurs in order to complete unfinished tasks for the year (often delayed by conflict between political parties), such as outlining the government's budget for the next fiscal year, during an economic downturn in order to cut the budget, to address special topics, or emergencies such as war or natural disaster. In the USA, Article II, Section 3 of the United States Constitution gives the President of the United States the power to "on extraordinary occasions, convene both Houses or either of them." Presidents have exercised this power 46 times to recall only the Senate and 28 times to recall both Chambers of Congress, most recently by Truman in 1948.
Blockade- An effort to cut off supplies, war material or communications from an area by force, either in part or totally.

Timeline Questions
1. Make observations (annotations) on the timeline.
2. What conclusions can you make about the year 1948?
3. How might some of President Truman’s decisions influenced voters?

Using the following code, mark evidence that would support one of the factors leading to the win.
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Collier’s Editorial on Strom Thurmond

Note: Collier’s was a weekly American magazine of “fiction, fact, sensation, wit, humor, news” which ran from 1895 to January 5, 1957. Collier’s believes... is an editorial in the magazine.

Notes on Strom Thurmond: Although relatively progressive as a governor, with a platform that included aid to black educational institutions, fair wages for women and rent control, Strom Thurmond was opposed to his party’s Civil Rights program and led the walkout of the Southern Democrats at the 1948 convention.

Source Information: "Dixie had no corner on bigotry." Collier’s 4 Dec. 1948: 90. Print.
Glossary

**Progressive**- favoring or advocating progress, change, improvement, or reform, as opposed to wishing to maintain things as they are, especially in political matters:

Questions

1. Who was the author of the document? (Circle the author’s name and who they are.)
2. When was the document written? (Underline the date)
3. Highlight words that illustrate how the author feels about Thurmond.
4. This article is an editorial, which expresses the author’s opinion. Who do you think this author voted for in the 1948 election? Why do you say that?

Using the following code, mark evidence that would support one of the factors leading to the win.
TCS=Truman Campaign Strategy OC=Opposition Candidates PS= Public Support
Source 8
Memoirs by Harry S. Truman


Note: President Truman recalls his election campaign in 1948.

On September 17, I began an extended tour. I had warned my staff and the reporters who prepared to make the trip with me that I was going out to win the election. “I’m going to fight hard,” I told Senator Barkley. “I’m going to give them hell.” We would be on the road most of the time for the next six weeks, getting up at all hours to make stops at any place where people wanted to see me.

At first the critics referred to my tour as a “one-man circus” and called it less efficient and less dignified than the campaign being put on by the Republicans. But as the crowds grew larger and larger and more people flocked to my train than showed up around the Dewey train, our opponents began to get worried.

...the technique I used at the whistle stops was simple and straightforward. There were no special “gimmicks” or oratorical devices. I refused to be “coached.” I simply told the people in my own language that they had better wake up to the fact that it was their fight.

...I talked to them as human beings with real needs and feelings and fears. I talked to them about their jobs, their homes, and the cost of living. I treated them not like crowds of people but like businessmen, tenant farmers, housewives, married veterans, laboring men, teachers - individuals with interests for whom I, as President had a genuine concern.

...As the campaign gathered speed, I stepped up my schedule of the whistle stops. In all, I traveled about 31,700 miles and delivered more than three hundred speeches - 356, to be exact. I was used to hard work, and my job was cut out for me. I campaigned for thirty-five days and averaged about ten speeches every day. On one single day I delivered sixteen speeches.

Questions
1. Who was the author of the document? (Circle the author’s name and who they are.)
2. When was the document written? (Underline the date)
3. This document might not give me the whole picture because....
4. Based on the background information, I understand this document differently because....
5. What question would you have for this author?

Using the following code, mark evidence that would support one of the factors leading to the win.
TCS=Truman Campaign Strategy OC=Opposition Candidates PS= Public Support