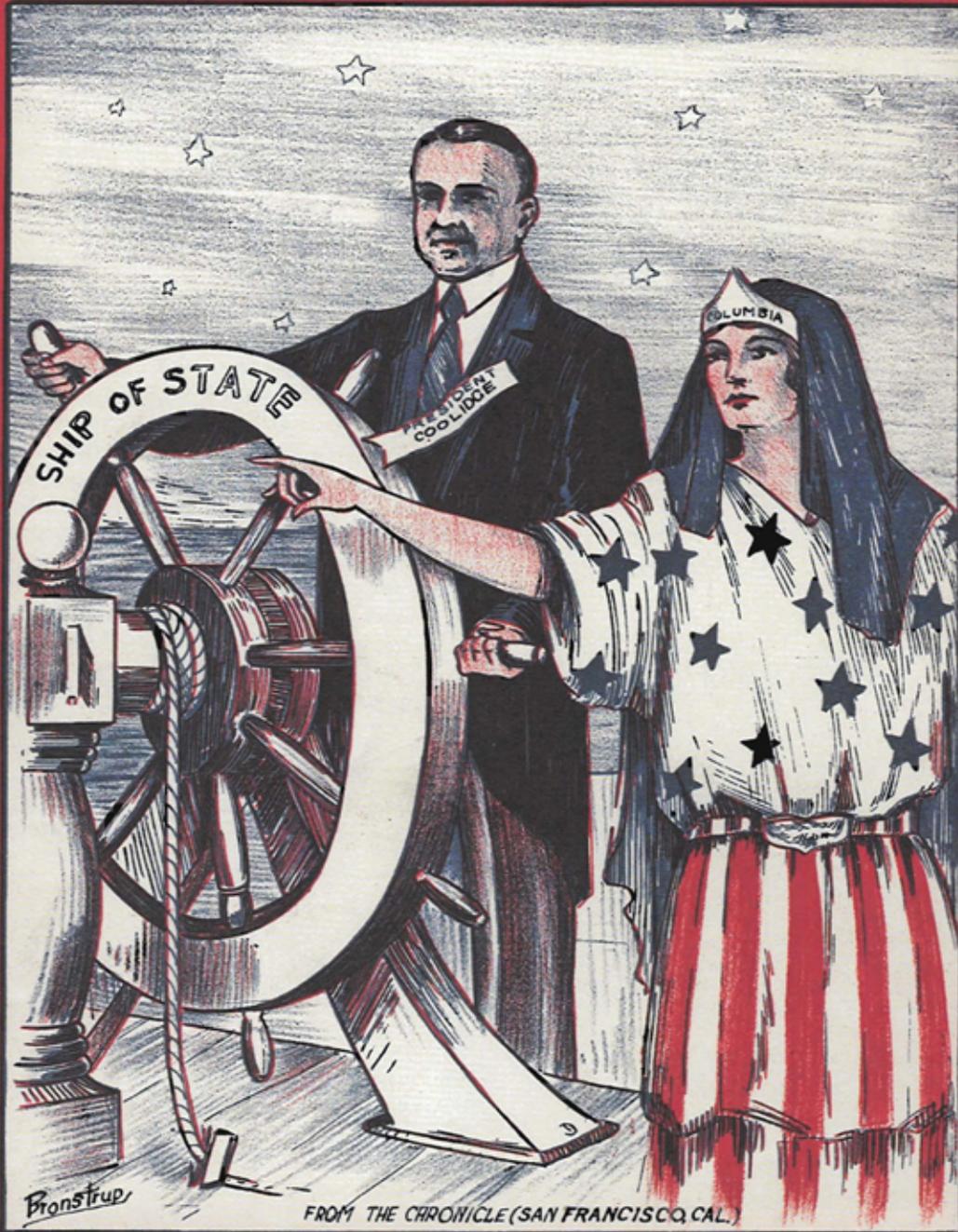


Keep Cool with Coolidge

REMOVE VIOLENCE AND SPOIL, AND EXECUTE JUDGMENT AND JUSTICE. ~
EZEKIEL 18.9



"Fear not each sudden sound and shock,
'Tis of the wave and not the rock."

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1924

Calvin Coolidge (Republican) v. John Davis (Democrat) v. Robert La Follette (Progressive)

"It just wasn't in the cards to beat Coolidge this year. It would have taken an original Roosevelt or Lincoln to beat him, and we haven't got either one of those kind laying around in either party."

—Will Rogers, entertainer and newspaper columnist,
November 16, 1924

Electoral Votes	Popular Votes
Coolidge 382	Coolidge 15,719,921
Davis 136	Davis 8,386,704
La Follette 13	La Follette 4,832,532



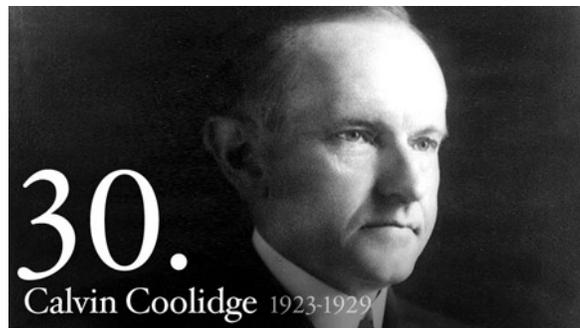
Judged by most historians as an amiable but exceptionally poor president, Warren Harding passed away in 1923 in the presidential suite of the Palace Hotel in San Francisco just as stories of his corrupt, scandal-ridden administration were emerging. Harding's vice president, Calvin "Silent Cal" Coolidge, completed his boss's term and then ran for reelection at the top of the Republican ticket in 1924. Known for his ability to regularly sleep twelve hours straight, avoid conflict, and apply the concept of *laissez-faire* to both the economy and his job, Coolidge remained untouched by the fallout that brought down Harding's political appointees. Most voters agreed with Coolidge's preferences for low taxes, protective tariffs, and debt reduction. His campaign slogan, "Keep Cool with Coolidge," suggested that good economic times, accompanied by a Jazz Age soundtrack, would roll along smoothly under his hands-off leadership.

This approach did not sit well with reform-minded Wisconsin senator Robert La Follette, who, upon losing the Republican nomination to Coolidge by a wide margin, promptly announced a do-over. In Cleveland, he staged a Progressive Party convention that put him at the top of the ticket and his social justice platform included an ambitious plank to outlaw war. Meanwhile, in New York City, the Democrats were deadlocked during an excruciating sixteen-day convention. On Day 14 the *Washington Post* editorialized: "The country is disgraced, patriotism is forgotten, decency is buried in bedlam, popular government is discredited, democracy is made odious, civilization is threatened. What a pity! What a shame! What a crime!" The delegates failed to choose a nominee on the first 102 ballots, but the 103rd time was the charm: John W. Davis, former ambassador to Great Britain, won the nod after former treasury secretary William McAdoo and New York governor Alfred Smith mutually agreed to drop out of the running. An unlikely candidate from the start, Davis went on to wage a haphazard campaign that had difficulty recruiting McAdoo and Smith supporters.

The overwhelming certainty of Coolidge's election made it one of the least interesting moments of the Roaring Twenties. The public response was equally lackluster: only 50.1 percent of eligible voters went to the polls, then the lowest turnout in American history. Coolidge garnered nearly twice as many votes as Davis and returned to office intent on having an uneventful term.

Preparing Ballot, photograph, 1924.

One Washington, D.C., socialite bet the reticent president that she could make him say more than two words at once. Coolidge replied, "You lose."



Trigésimo presidente de los Estados Unidos de América. Coolidge nació el 4 de julio de 1872 en Plymouth, Vermont. Se graduó con honores del Amherst College e ingresó en el Colegio de Northampton, Massachusetts para estudiar derecho y ciencias políticas.

Lenta y metódicamente, ascendió en la escala política desde concejal en Northampton a Gobernador de Massachusetts por parte del Partido

Republicano. A medida que se desarrollaba su carrera política, se volvía cada vez más conservador.

Como Presidente, Coolidge demostró su determinación para preservar la vieja moral y preceptos económicos en medio de la prosperidad material de la cual muchos estadounidenses gozaban. Se negó a utilizar el poder económico federal para controlar el acelerado auge o para mejorar las malas condiciones en la agricultura y algunas industrias. Su primer mensaje al Congreso en diciembre de 1923 solicitaba el aislacionismo con respecto a la política exterior, reducción de los impuestos y ayuda económica limitada a los granjeros.

En su Discurso Inaugural sostuvo que el país había alcanzado "un estado de satisfacción visto en pocas ocasiones", y se comprometió a mantener ese status quo.

Coolidge era a la vez el más adverso y remoto de los presidentes y a la vez el más accesible. Ningún presidente fue más amable en permitir que se lo fotografíe con bonetes indios de guerra o vestimentas de vaquero y en dar la bienvenida a numerosas delegaciones a la Casa Blanca.

Tanto su ingenio Yankee y su facilidad de palabras llegaron a ser legendarias. En el momento en que el desastre de la Gran Depresión colapsó el país, Coolidge se había retirado. Antes de su muerte en enero de 1933 le confió a un viejo amigo "Siento que ya no pertenezco a estos tiempos".

Créditos

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Imágenes de los Presidentes

Website de la Casa Blanca - <http://www.whitehouse.gov/about/presidents>

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