

Presidential Slogans

Discover which campaign slogan goes with which president. Give a brief explanation of how the slogan was created.

54-40 or fight: James K. Polk used this campaign slogan. Polk wanted to expand the United States to include Texas, California, and the Oregon Territory. The northern boundary of the Oregon Territory was the latitude line of 54 degrees, 40 minutes.
A chicken in every pot and a car in every garage: Herbert Hoover used this slogan which implied continued prosperity. It is famous because the Great Depression occurred after he was elected.
A full dinner pail: This slogan was used to refer to the prosperity during William McKinley's first term.
For president of the people: Zachary Taylor (no special meaning)
He kept us out of war: Woodrow Wilson used this slogan to narrowly win re-election for a second term. Ironically, the U.S. would enter WWI in 1917 during Wilson's second term in office.
Hope and Change: Barack Obama used this campaign slogan for his first run at the White House.
I Like Ike: Dwight D. Eisenhower was called Ike by his parents.
It's morning again in America: A Republican party campaign TV ad for Ronald Reagan in 1984. The ad literally showed people going to work, but figuratively, it represented good economic times.
Keep cool with Coolidge: A catchy play on words using Calvin Coolidge's name.
Kinder, Gentler Nation: In his acceptance speech at the 1988 Republican National Convention, George H. W. Bush said, "I want a kinder, and gentler nation."
Not Just Peanuts: Jimmy Carter used this slogan in the 1976 election. He was referring to his work and success in taking over the family peanut farm business.
Peace and Prosperity: Dwight D. Eisenhower was a top military general during WWII. His second term as president he tried hard to avoid war and used this campaign slogan to get re-elected.
Putting People First: Bill Clinton used this slogan in his 1992 campaign brochure. "Putting People First" encouraged jobs, a good education, affordable health care, and safe neighborhood for middle class Americans.
Real Plans for real people: In the 2000 election, George W. Bush used this slogan to refer to a promise to talk honestly to the American people.
Tippecanoe and Tyler too: William Henry Harrison fought in the battle of Tippecanoe during the 1790's. His fame from those battles earned him the name "Old Tippecanoe". With John Tyler as his running mate, Old Tippecanoe and Tyler, Too became a campaign slogan as well as a song.