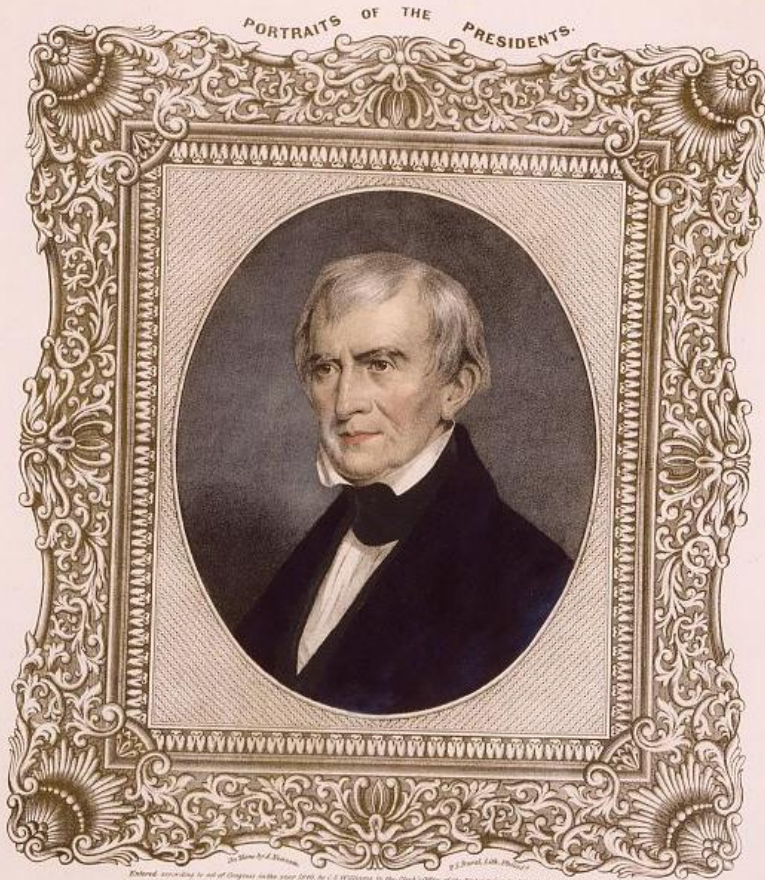


Presidents Harrison and Tyler: 1841-1845

- ❖ **Election of 1840**
- ❖ **Harrison's death**
- ❖ **John Tyler**



Election of 1840



W^m H. HARRISON,
8th PRESIDENT OF THE UNITED STATES.
PHILADELPHIA.
Published by C. S. WILLIAMS, N.E. corner of Market & 7th St.

Whig candidate William H. Harrison



M Van Buren

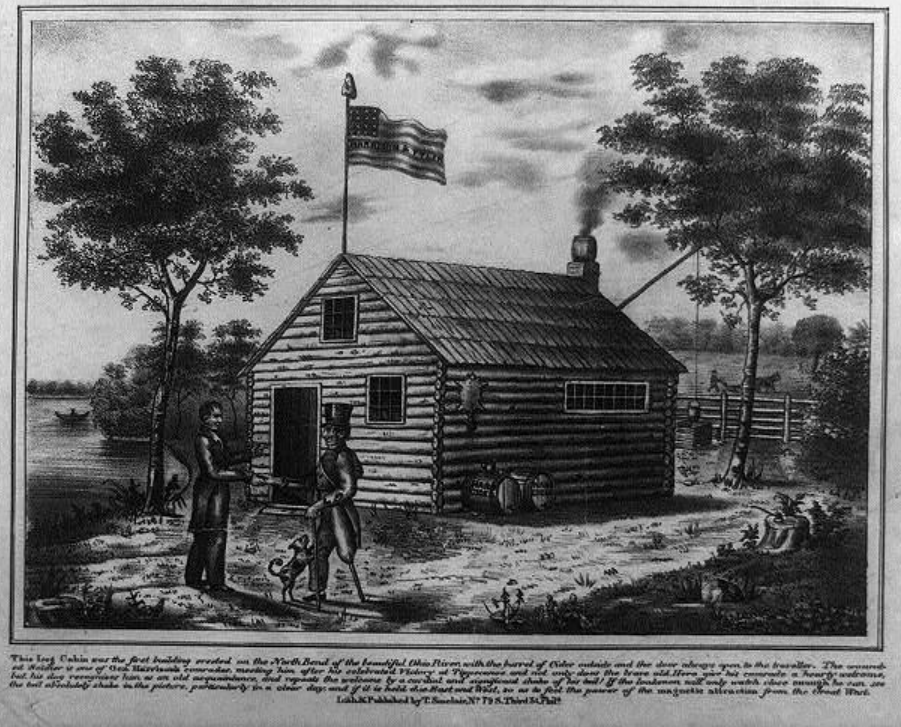
**Democratic candidate
President Martin Van Buren**



The Democrats made fun of the Whig candidate, former military hero William Henry Harrison, calling him an old retired has-been who would be content to live in a log cabin with a barrel of hard cider (alcoholic apple juice). Actually Harrison was the son of a wealthy aristocrat.



The Whigs turned the attack in their favor by making log cabins and hard cider the central symbols of their campaign. Harrison was presented as a man of the people while Van Buren was shown as a pampered dandy who cared only about luxurious living.

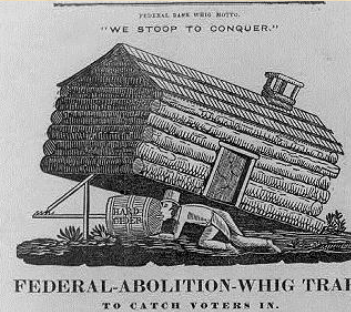
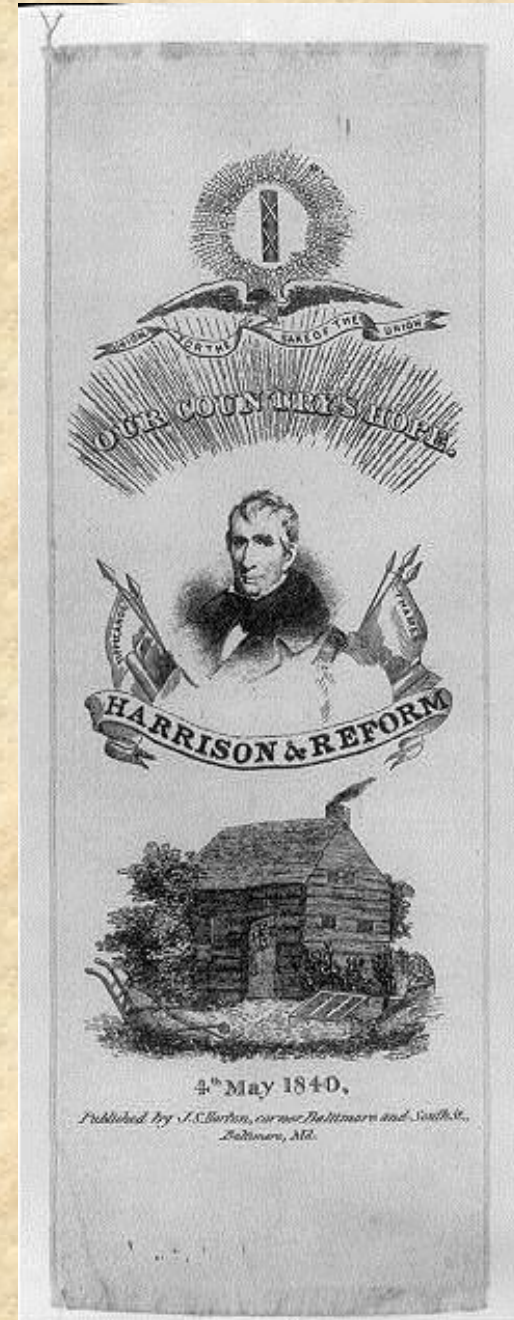


This Log Cabin was the first building erected on the North Bank of the beautiful Ohio River with the barrel of Cider outside and the door always open to the traveler. The account of Hunter is one of Genl. Harrison's comrades meeting him after his celebrated Victory at Tippecanoe and did only show the brave old Hero was his comrade a hearty welcome, but his deep reverence for an old independence, and regard for the welfare of a country and singular state of his soil? If the Indians will only watch close enough they can see the best strategy shown in the picture, particularly in a clear day; and if it is held out Hart and Will, so as to find the power of the magnetic attraction from the Great West.
Litho. Published by T. Smeaton, N. 79 S. Third St. Phila.



The People's Line--Take care of the Locomotive
Sold at 104 Nassau, and 18 Division Streets, New-York.

Examples of 1840 *ballyhoo*, sensational or clamorous advertising or publicity



FOR THE USE OF THE VOTERS, above you have an accurate representation of the Federal "Log Cabin" Trap, invented by the head-poor, right-able, and unending "Whigs," for catching the vote of the industrious and shooting them, of our citizens, of both sexes and countries. The Federal party has always looked upon the poor, laboring people as an ignorant class, destitute of reason and common sense. Hence they always—in the greatest excess for the purpose—resort to their ruses, with wondrous rills, handbags, shows, and parades, with the view of blinding and leading them away from the principles of the constitution of this country.

In the above cut, you have a typical illustration of the means they resort to, to get your votes. The "log cabin" is raised to blind you with the belief, that they are your friends, and they have invented what they call a poor man's drink, called "Hard Cider," generally made of hard-fer'd whisky and water, with a little sour slooper added. They place this drink in a barrel, inside of the cabin, for the purpose of enticing you to think that if they can come and get you to take a drink, you are safe. Do you remember the man above, carrying in? Just when he gets inside, and they come down at once upon him, hard and heavy, they will say, "well they get him in a rousing way, drinking and howling for Tippecanoe and Tippecanoe, and they will catch the devil himself."

These poor traps are generally set and laid in cities and towns, and are usually followed by a crowd of able-bodies of "Whigs." Do you see that fellow up there now? These able-bodied "Whigs" are at work, with his legs pecked out to catch a vote. He is a leader—and much to be made by him, if they catch him. And they think that the industrious, hard-working people of the country have no better sense than to be caught just the way.

They have one of these traps waiting here in New Orleans; just like the above, for all the world—only the legs are not so close. They have, however, made a bad business of it. No one has been caught but leaders, and they creep out between the legs, as fast as they catch them—unless it is occasionally a fellow who gives them a little "hard cider" that he has to receive, while he gets through the roll and snail system, before he can appear through. We believe it is now nearly deserted. All our good men, and all of course are now open as a child and rock. People of Louisiana, what think you of the "Whigs"? Are you willing to swallow the bait?

We have just understood that one of each of the terms of Monroe and Franklin in this case, has been set, exposed, and found, but we have not learned whether they have yet been able to catch any voters.

THIS IS THE
HOUSE



SUB TREASURY



THAT JACK
BUILT.



London.

London.

A Picture drawn by George Cruikshank



This is the *Milk* that sold in the House that Jack built.



This is the *Man* that cut the *Milk* that sold in the House that Jack built.



This is the *Cat* that caught the *Man* that cut the *Milk* that sold in the House that Jack built.



This is the *Dog*, that worried the *Cat*, that caught the *Man*, that cut the *Milk*, that sold in the House that Jack built.



This is the *Cow*, that worried the *Dog*, that worried the *Cat*, that caught the *Man*, that cut the *Milk*, that sold in the House that Jack built.



This is the *Maiden* all forlorn, that wooed the *Cow*, with the crumpled *Shorn*, that worried the *Dog*, that worried the *Cat*, that caught the *Man*, that cut the *Milk*, that sold in the House that Jack built.



This is the *Man* all forlorn and torn, that wooed the *Maiden* all forlorn, that wooed the *Cow*, with the crumpled *Shorn*, that worried the *Dog*, that worried the *Cat*, that caught the *Man*, that cut the *Milk*, that sold in the House that Jack built.



This is the *Friar* all shaven and shorn, that wooed the *Man* all forlorn and torn, that wooed the *Maiden* all forlorn, that wooed the *Cow* with the crumpled *Shorn*; that worried the *Dog*, that worried the *Cat*, that caught the *Man*, that cut the *Milk*, that sold in the House that Jack built.



This is the *Cock* of the walk, that crowed in the morn, that wooed the *Friar* all shaven and shorn, that wooed the *Man* all forlorn and torn, that wooed the *Maiden* all forlorn, that wooed the *Cow* with the crumpled *Shorn*; that worried the *Dog*, that worried the *Cat*, that caught the *Man*, that cut the *Milk*, that sold in the House that Jack built.

Cartoon attacked Van Buren's handling of the economic crisis in 1837

See detailed explanation in speakers notes



The election of 1840 was the first victory for the new Whig Party.



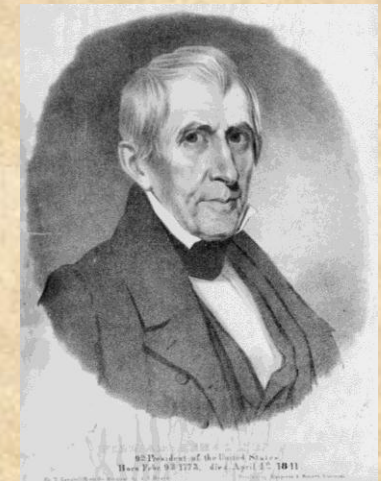
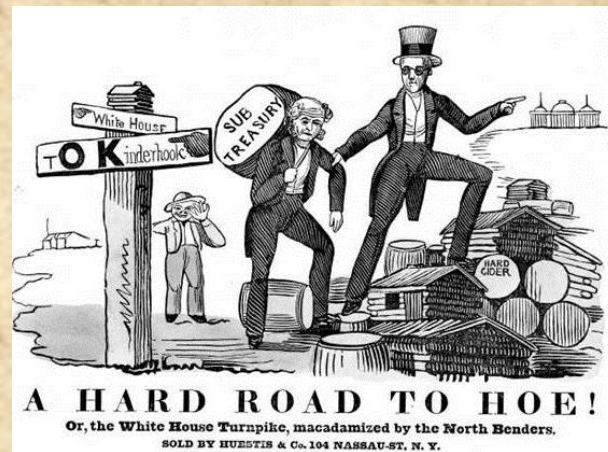
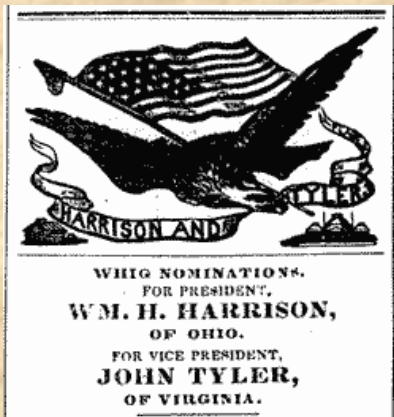
The election saw the largest voter turnout in U.S. history with over 80% of the eligible voters casting ballots.



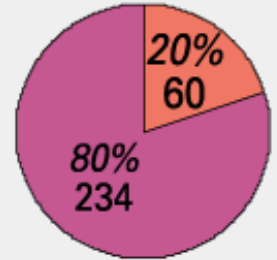
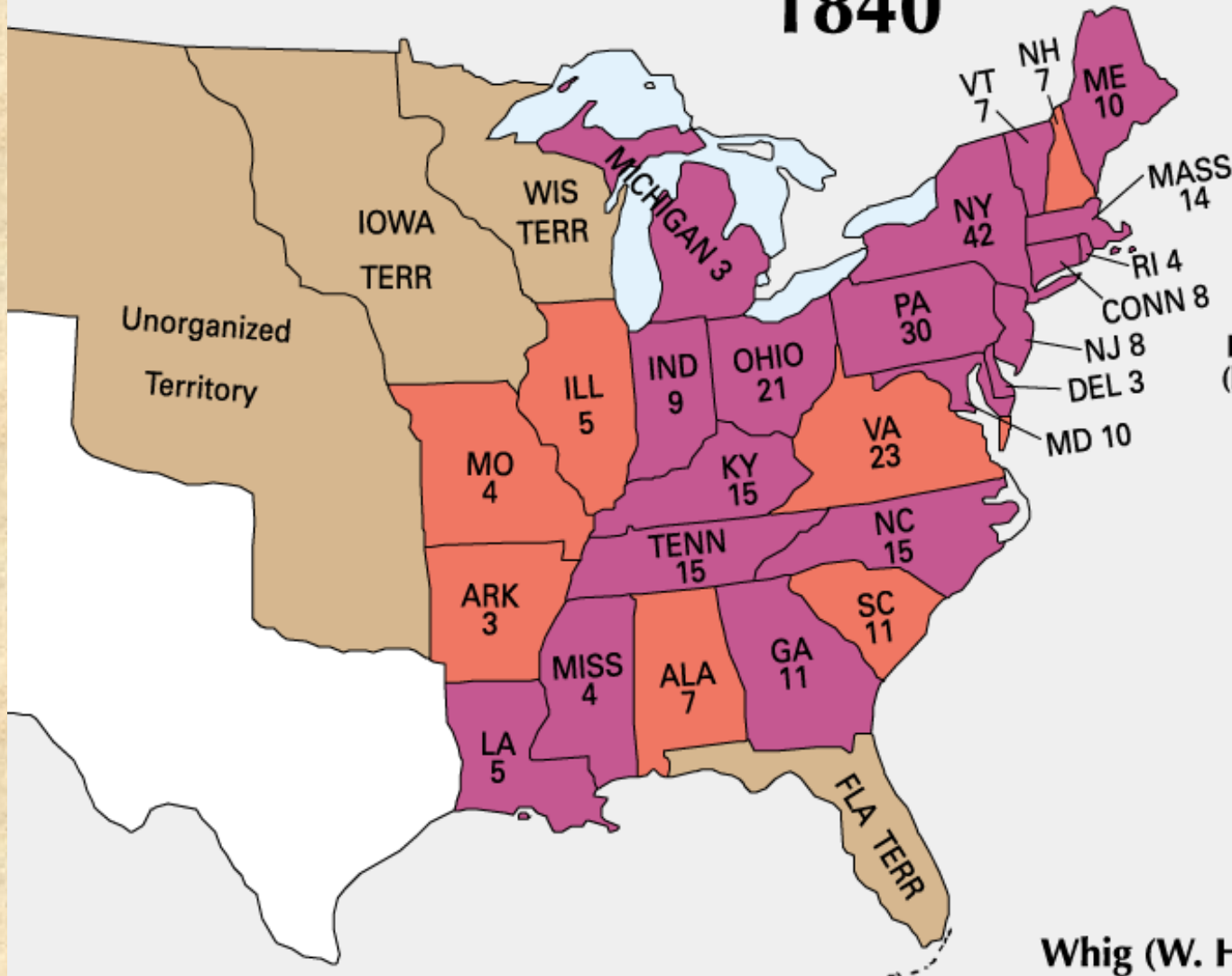
Harrison's campaign, taking a page from Jackson's presidential campaign's, gave away free whiskey and hard cider, made fun of Van Buren with slogans such as "Van, Van, Van-Van's a Used Up Man," held parades, mass rallies, and log-cabin raisings.



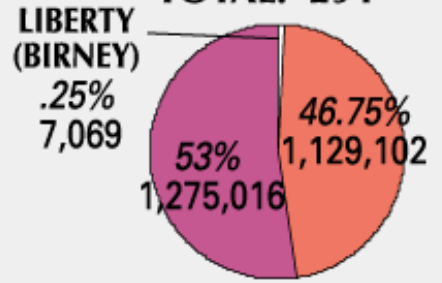
Van Buren, blamed for the Panic of 1837, lost decisively to Harrison.



1840



ELECTORAL VOTE TOTAL: 294



POPULAR VOTE TOTAL: 2,411,187

 Territories

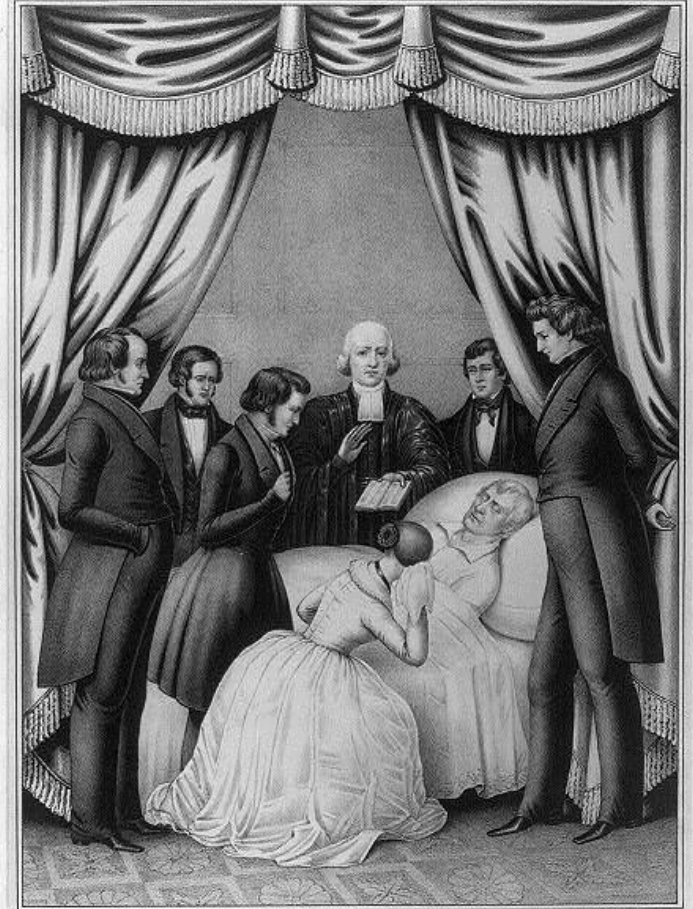
Whig (W. H. Harrison) 

Democratic (Van Buren) 

Within a month of becoming president, Harrison caught a cold that developed into pneumonia and died on April 4, 1841.



PRESIDENTIAL INAUGURATION OF Wth H. HARRISON.
IN WASHINGTON CITY, D. C. ON THE 4th OF MARCH, 1841.



DEATH OF WILLIAM HENRY HARRISON.
Inaugurated President of the United States March 4th 1841. Died 4th April 1841.

Vice President John Tyler became the 10th president



First vice president to assume office upon death of a president. His opponents called him "His Accidency" or "Accidental President."



Became unpopular after vetoing several pieces of Whig legislation.



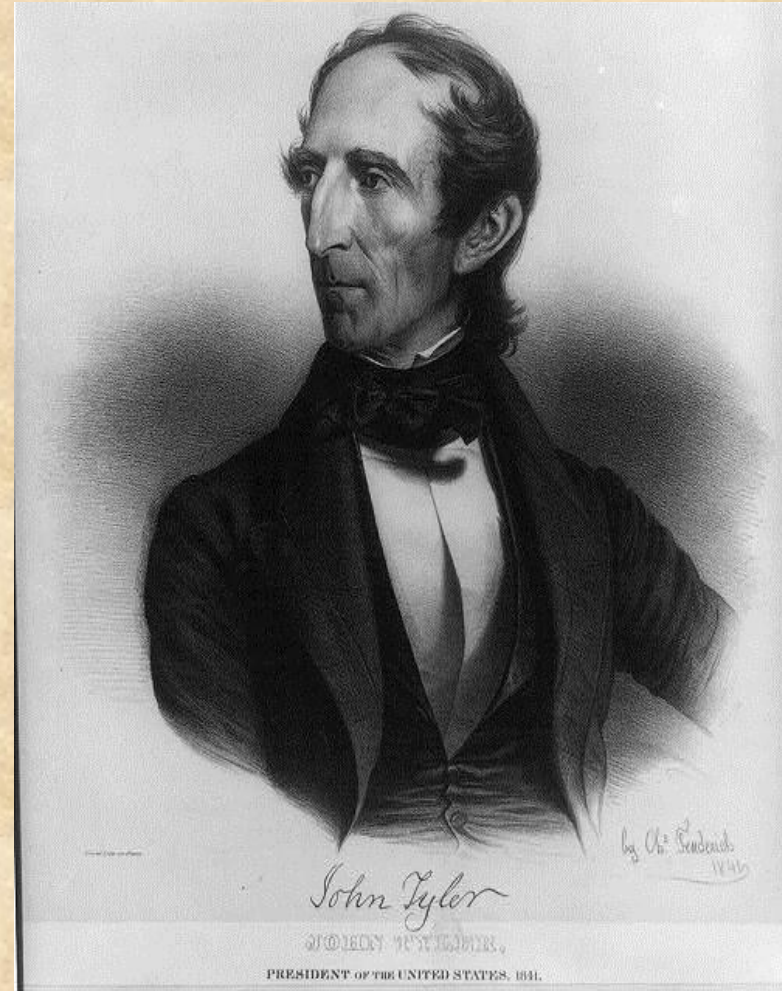
Never accepted the Whig economic policy of a national bank and protective tariff.



Expelled from the Whig party.



First president to have an impeachment resolution against him introduced in the House of Representatives.





Even though Congress and Tyler were at odds several laws were signed.



A "Log-Cabin" bill allowed settlers to claim 160 acres of land before it was offered publicly for sale, and later pay \$1.25 an acre.



In 1842, Tyler signed a tariff bill that protected northern manufacturers.



In foreign affairs Tyler approved the Webster-Ashburton treaty which ended a Canadian boundary dispute and in his last year as president Texas was annexed.



Later, in 1861, he supported the secession of southern states and served as a Confederate congressman until his death in 1862.



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