Creating a Presidential Campaign Biography Collection Endowment

In 2012, $2.6 billion was spent collectively by all of the candidates seeking the presidency. We are seeking to raise $10,000 to continue a collection within the Clarke Library that documents the candidates seeking the nation's highest office. Since 1964, the Clarke Library has maintained a collection of biographical material documenting the candidates for the American presidency. The idea was born, and originally funded, by the Class of 1964. As a class gift to the University, they made a cash donation to the Clarke to fund the initial purchase of presidential campaign biographies.

Last year, we began an endowment campaign to fund the continuing purchase of presidential campaign books. Unfortunately, we fell short of reaching our financial goal. However, through the generosity of one donor, we have been given the opportunity to match any new gift to the endowment campaign on a dollar-for-dollar basis, up to our goal of $10,000. We hope that you will consider helping us endow this collection by taking advantage of this extraordinary offer. Please note on your contribution that your gift should be applied to the “Presidential Campaign Biography Endowment.”

Before you write a check, however, you might ask why? Why does the library collect and maintain a presidential campaign biography collection? We do it because presidential campaign biographies are a focused tool through which students and researchers can understand American politics in almost any era. Campaign biographies have an agenda: to sell the candidate to the voters. Looking at how the biography is structured, what is emphasized, perhaps exaggerated, and perhaps left unsaid, is a snapshot taken every four years of the characteristics and opinions Americans, collectively, believe should be found in their most important political leader.

Consider, for example, the election of 1848. Lewis Cass of Michigan was running for the presidency against Zachary Taylor. Cass’s party knew they had a problem. Zachary Taylor was a war hero. Taylor had commanded between 3,500 and 5,000 soldiers during the recently concluded Mexican-American War. He had won several battles, including a signature victory at the Battle of Buena Vista...
over a Mexican force that outnum-
bered his largely untested volunteers
by approximately four to one (the vast
majority of the regular army had been
sent to serve with General Winfield
Scott in a campaign to take Vera Cruz).

To counter this, the record Cass
had amassed during the War of
1812 was frequently extolled by his
party and somewhat exaggerated.
Cass had served in the military during
the War of 1812 and had been promoted
to the rank of brigadier general. But
he never was the senior commander
of American forces in a major battle.
Two heroes had emerged from the
War of 1812, Andrew Jackson and
William Henry Harrison, both of
whom would be elected president,
jackson in 1828 and Harrison in 1840.

Quite simply, Cass was no Harrison,
although he had served under him.

It would seem Cass could over-
come this problem. His military service
had been honorable and successful,
if not stellar. And Cass was a
successful politician and administrator
with a well-documented career in
Michigan and Washington. He had
a grasp of policy and administrative
detail that made him well-suited to be

But nineteenth-century American
voters liked a war hero and both campaign biographies sought
to prove that their candidate was
just such a person. Cass could never
overcome the perception in the public
mind that his military career was
second best to the otherwise largely
unqualified Taylor. That single difference
won the presidency for the otherwise
undistinguished Zachary Taylor. The
campaign biography of Cass shows
just how aware the Democrats were
of the “problem” and how desperate
they were to make the public aware
of, and perhaps enlarge just a bit
upon, Cass’s military service.

In the twentieth century, candidates
began to author a second book that
they added to the by now “standard”
campaign biography. The late 1950s
saw the emergence of the “idea” volume.
These books came about because of
a fundamental change in the way
parties selected presidential candidates.

As political conventions began to
shift from the control of party
bosses to elected delegates selected
through primary elections, more and
more candidates ignored “the boss”
and sought to win primary votes by
publishing a book early in the primary
season. John F. Kennedy’s Profiles in
Courage is often considered the first
such book, designed to make clear
to voters the kind of hard political
choices Kennedy admired. Hard
choices, Kennedy wished to emphasize
that he, despite his young age, was
capable of making.

Today, the Clarke seeks to gather
both the biographies and the “idea”
volumes from all the major candidates
who declare their interest in seeking
the presidency. We also add to the

A collection such as ours allows
comparisons over time that reveal
interesting changes in how Americans
think about the presidency. For example,
after his nomination, Mitt Romney’s Mormon faith led the
 Clarke staff to draw comparisons
with the 1960 campaign of John
Kennedy. Presidential candidates
usually profess membership in a
mainstream Protestant denomination.
Kennedy’s Catholic faith led to campaign
publications viciously attacking
Kennedy for his religious beliefs.
Romney’s religious beliefs seemed
to have the same potential to trigger
attacks. Thus, we were particularly
diligent to see if religious issues
would emerge in 2012. A few titles
did appear on the subject of
Romney’s faith, including Could I Vote
for a Mormon for President, The Mormon
Faith of Mitt Romney, Can Mitt Romney
Serve Two Masters, and A Mormon in
the White House? But winning the prize
for the most obviously critical title was
Why Mitt Romney is Going to Hell,
written by A. Christian.

The 2016 presidential campaign
is already starting and soon enough
it will be time to start buying more
books published this time by both
Republican and Democratic hopefuls.
We hope that through your support of
the Presidential Campaign Biography
Endowment, you can help us continue
this worthwhile project.
The Andersen award is generally considered the most significant international award given to an author or illustrator of children's books. IBBY nominees are the best-of-the-best within a particular country. By acquiring these books, the staff added an international dimension to the Lucile Clarke Memorial Children's Library's (donated by Dr. Norman Clarke in honor of his wife Lucile) already strong collection of American and British children's literature.

In opening the exhibit, retired CMU Professor Susan Stan, began her presentation with a provocative question — why should the Clarke Library devote funds, space, and energy to collecting international children's books? Why does it matter?

Over the course of the next 45 minutes, Professor Stan made a persuasive case for the importance of studying international children's literature because of the cultural insights it gives us. International children's books show us both what we share in common, and also how cultures see the world very differently.

For example, Professor Stan compared the American book *Knuffle Bunny* to the French book *Loopy*. The story told in both books is essentially the same. A young child forgets a favorite stuffed animal somewhere away from their home and the parent's respond. It is the parental response that notes the cultural differences. In America, the entire family goes running down the block and through the park to the laundromat where Knuffle Bunny has been left. In France, "Mommy said I should sleep with another toy tonight."

French adults would likely find...

(Continued on Page 4)
Knuffle Bunny: an amusing read — American parents overreacting to a minor problem in their child's life. American adults would likely find Loopy a bit off-putting. How could parents make their daughter suffer through the night when a quick trip could solve the problem? The answer is that each culture has a different sense of how a child's needs should be evaluated and met. Loopy will come home in due time and a child needs to learn patience and consideration for others' time and needs. Knuffle Bunny has to be retrieved immediately, lest a child suffer anxiety. The stories share two ways of raising a child, with neither approach being necessarily right or wrong.

Comparisons like these point to the importance of children's literature in a broader context. As Professor Stan noted, children's books are not just for children but for anyone interested in finding basic cultural similarities and differences across the globe, by reflecting upon stories, morals, and values that children's literature shares with the very young.

As the exhibit's name implies, the show honors donors who have helped us develop the children's collection to include an international scope. Professor Stan contributed a very generous gift of over 800 international volumes added to the Library's already very strong set of IBBY nominee books. CMU Professor Emeritus Christa Kamenetsky has helped us continue this project by creating an endowment, named in honor of her late husband, Professor Ihor Kamenetsky, which will ensure ongoing funding to obtain new children's books reflecting an international perspective. We are grateful to both professors for helping us continue to pursue their passion for children's literature.

The exhibit, “International Children’s Books: Celebrating Recent Gifts,” will remain in the Clarke Library through the summer.
Newspaper Digitization

This January, the Library sponsored its second annual competition to digitize and place on the web approximately 12,000 pages of a Michigan newspaper. Funded by the Robert and Susan Clarke Endowment, the statewide competition blends historical significance with community involvement to determine each year’s winner.

The public was asked to choose between five newspapers, selected from many applications by a committee consisting of the director of the Clarke, the director of the Historical Society of Michigan, and the immediate past director of the Michigan Humanities Council. The finalist papers were published in Alpena, Ionia, Milford, Sault Ste. Marie, and Traverse City. Each community’s newspaper told an important story about Michigan and its people.

The Alpena News and the Michigan Labor Journal were both published in Alpena, Michigan. The Alpena News focused more on city news, whereas the Labor Journal emphasized county news, particularly from the lumbering, farming, and agricultural communities.

A point of interest is that Alpena is a port city, and the comings and goings of vessels is a strong component of the local section of the papers, including vessel incidents and wrecks. The area was also known for its lighthouse and Life-Saving Service Station, the men and women of which were often written about in the papers. These features complement the current Great Lakes Maritime Database the library maintains, as well as the work of NOAA’s Thunder Bay National Marine Sanctuary, which is based in Alpena.

The newspaper titles from Ionia also offered unique information. They offered a glimpse into the lifestyles that local people in villages and small Michigan towns led during the nineteenth and twentieth centuries. This is an attribute that is often difficult to find in publications that served a broader coverage area. The newspapers were headquartered in the county seat, originally the Village and then the City of Ionia, and have significant importance because they were the newspapers of record for government proceedings, legal documents, and authorized public announcements.

The Milford Times was the premiere newspaper in the Huron Valley area. It also had the distinction to be owned, operated, and edited by a female journalist who is now in the Michigan Journalist Hall of Fame - Carrie Jackson Rowe.

Carrie Jackson Rowe (1866-1949) grew up in Milford and was known for her involvement in the community and dedication to a better way of life. She helped organize the Monday Literary Club in the 1890s and campaigned for a library, heat for the railroad depot, a warning bell at a railroad crossing, college scholarships for local youth, and the clean-up of the mill site so that it could be used for swimming. Rowe was the “voice and conscience” of Milford for 53 years. She was featured in the Michigan Women’s Press Association magazine in 1893 and, in 1895, she was asked to speak to the Michigan Press Association. Her topic: “Can a Young Lady Successfully Conduct a Country Paper?”

The Sault Ste. Marie newspapers serve as an important guide to the history of the region. The years suggested for digitization were the boom times in the Sault. Chase S. Osborn, Sault Ste. Marie News editor and publisher and eventual governor of Michigan (the only one from the U.P.), was making bold predictions about the future of the Sault. The Carnegie Library was being planned. New and larger locks were being constructed by the Army Corps of Engineers so that even larger ships could pass between Lake Superior and Lake Huron. Other massive projects, such as the Power Canal and the International Railroad Bridge, were also being built.

For much of the nineteenth century, papers published in Traverse City told the story of the northwest corner of the Lower Peninsula from 1858 to 1880; the Grand Traverse Herald was the only general newspaper in the region reporting on social, political, and business happenings in local communities. Newspaper titles would change but few newspapers in Michigan had the geographic outreach to match the Traverse City newspapers

Collectively the newspapers published in the Traverse City Area are a treasure of local history. For example, the racially instigated bombings of Traverse City in 1923 are only covered in the Traverse City Record Eagle. Additionally, the obituaries of pioneers from Muskegon to the Straits proudly appeared in the Traverse City papers. Other important topics include the advancement of the Grand Rapids

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& Indiana Railroad, locations of lumber camps along the Manistee River, and the early impact of the Jewish community on the area.

“Votes” for one of these finalist newspapers could be sent in two ways. Individuals were encouraged to tweet a vote for their favorite city via Twitter or they could send us a Michigan picture postcard with the name of their favorite community written on it. The response was far beyond what we had anticipated. When the competition ended we had received 27,364 tweets and 12,198 postcards. To get those cards, libraries held postcard parties. School children were encouraged to draw postcards (the rules simply said “picture” postcard – it never said the picture had to be printed). The CMU Mailroom staff, which processes incoming campus mail, were soon having a good deal of fun watching the postcards come in and were asking us what in heaven’s name the Clarke was doing.

From the Library’s point of view, the election was a smashing success. When all the tweets and postcards were counted, the Milford newspaper was chosen, but we believe the competition also helped raise the historical consciousness of many, many people in our state.

Thank you to all of our 2014 Financial Supporters and Material Donors!

Please see pages 9-11 for a complete listing.
Toledo War Material Added to Library's Holdings

In early January, the Clarke Library obtained a significant body of material regarding the Toledo War. Added to the Library's already substantial holdings of material on the subject, the Clarke's holdings on this subject are likely the most complete in the state.

If it is remembered at all, the “Toledo War” between the state of Ohio and the Michigan Territory is recalled as a bit of comic opera. In 1835, both governments called up the militia over competing claims to the mouth of the Maumee River – the port of Toledo. Although the idea of coming to blows over Toledo may seem absurd today, in the 1830s the controversy became a national crisis.

The battle was over economics. When canals where a major method for moving bulk freight inland, the mouth of the Maumee River represented a very valuable piece of real estate. Buffalo, New York, had become a boomtown in 1825 when it became the Great Lakes terminus for the Erie Canal. The canal made it possible to ship goods by water through the Great Lakes eastward to the Hudson River and on to New York City. In 1825, the Ohio legislature voted to build a canal going south from Toledo and eventually reaching the Ohio River, from where commerce could continue south into the Mississippi River and eventually to the Gulf of Mexico. Boosters claimed the same kind of growth that had occurred in Buffalo would happen at Toledo.

What caused the controversy were maps – more precisely, inaccurate maps. The Northwest Ordinance of 1787 declared that an east-west line from the southern tip of Lake Michigan across what would become Michigan’s Lower Peninsula would eventually serve as a border between new states. But such a line had never been surveyed and, in truth, no one was quite sure where a line drawn from the southern tip of Lake Michigan might end up when it reached Lake Erie. Most maps, and most people, thought it was likely the line would fall somewhere around the southern end of the Detroit River, but that was a guess.

Realizing this ambiguity could cause problems, when Ohio petitioned to become a state it included a clause making clear that the new state’s territory would include within its borders the mouth of the Maumee River, regardless of where the still unsurveyed line from the southernmost part of Lake Michigan might actually intersect Lake Erie. However, that particular clause was not made part of the legislation admitting Ohio to the Union. Rather, Congress simply repeated language from the Northwest Ordinance and set the new state’s northern boundary as a straight line running eastward from the southern end of Lake Michigan until it reached Lake Erie.

When the Michigan Territory was created in 1805, actual surveys were finally conducted. They discovered that Toledo was part of the Michigan Territory. When this was discovered, Ohio’s congressional delegation immediately demanded that whatever Congress had done in 1803 to make Ohio a state, Toledo was part of Ohio. Congress avoided the controversy by kicking the can down the road; it ordered two subsequent additional surveys – one at the behest of Ohio and the other Michigan. To no one’s real surprise, the two surveys ended up eight miles apart at Lake Erie. The Ohio survey placed Toledo in Ohio; the Michigan survey placed it in Michigan. Eventually, Michigan took control over the approximately 468 square miles in question, administering it as part of Monroe County. However, Ohio never legally ceded its claim to the land.

The issue again came to a head when Michigan Territory petitioned Congress to be admitted into the Union. The politically important Ohio congressional delegation made it clear that until Michigan agreed to Ohio’s version of the boundary, the Ohio congressional members could, and would, block Michigan’s request for statehood. Massachusetts Representative and former President John Quincy Adams supported Michigan saying, “Never in the course of my life have I known a controversy of which all the right so clearly on one side and all the power so overwhelmingly on the other.” Adams took the moral high ground, but what mattered most was who controlled the votes, and the votes belonged to Ohio and its congressional allies.

Perhaps buoyed by the political ascendency of his congressional delegation, Ohio Governor Robert Lucas refused to negotiate with Michigan over the issue. As matters escalated, Governor Lucas and the Ohio legislature turned the disputed region into an Ohio county named after the governor, who in turn appointed a sheriff and judge. Ohio voted a $300,000 military budget to protect the newly organized Lucas County. Not to be outdone, Michigan’s territorial legislature voted a $315,000 military budget to protect Monroe County from Ohio. Michigan’s 23-year-old governor claimed that a 10,000 strong militia was prepared to back its claim, although when Stevens T. Mason finally led his “troops” toward Toledo, they numbered approximately 250.

President Andrew Jackson tried to steer clear of the increasingly messy situation. His political base was in states west of the Appalachian Mountains. Thus he was not anxious

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Toledo War Material Added to Library’s Holdings

Continued from Page 7

to enter a controversy sure to alienate either the voters in Ohio or the soon-to-be-admitted state of Michigan. He also likely greatly regretted appointing the young Stevens Mason Michigan’s territorial secretary, a usually minor post that Jackson gave him at the request of Mason’s father. With the resignation of two senior appointed territorial officials, Mason had become “acting” governor. The “young hotspur” was causing Jackson considerable political trouble.

Jackson eventually devised an artful dodge – asking his attorney general for a legal opinion, which Jackson expected to favor Ohio. Jackson was positioned to be sympathetic to Michigan but “required” to enforce the law. Unfortunately for Jackson, the attorney general unexpectedly ruled the strip of land legally belonged to Michigan. “The right,” as John Quincy Adams noted, was clearly on one side, although inconveniently for Andrew Jackson, the less politically important side. When Mason “marched” on Toledo and minor violence occurred, Jackson finally acted decisively. In August 1835, he removed Mason as territorial governor and ordered the Michigan militia, under the command of a federal military officer, disbanded.

Jackson, while he could end the fighting by removing Mason and invoking his military authority, could not settle the political problem. As Jackson surely anticipated, in October 1835, Michigan’s voters thumbed their collective noses at him by electing Stevens Mason their first state governor. Although Michigan voters could make their unhappiness known, in the end only Congress could make Michigan a state.

To end the controversy, in June 1836, Congress laid down clear conditions for Michigan statehood. Michigan had to surrender the Toledo strip to Ohio. But in return, Michigan would be given an additional 9,000 square miles in the western Upper Peninsula, land not originally included in the statehood petition. A special state convention first rejected the offer. However, in December 1836, delegates to a second Michigan convention, the legality of which was called into question, accepted the inevitable and formally conceded that Lucas County was a part of Ohio. Congress chose to overlook the possible legal shortcomings of the 1836 “Frostbitten Convention” and in January 1837, Michigan became the 26th state.

A final historical footnote, although Toledo became undeniably a part of Ohio in 1837, certain islands in Lake Erie continued to be claimed by both states. It was not until 1973 that the United States Supreme Court, in Michigan v. Ohio, settled the last border dispute. The Supreme Court split jurisdiction over tiny Turtle Island between the two states. It was another win for Ohio since Michigan had claimed jurisdiction over the entire island.
**We sincerely appreciate the support of these Donors!**

Every year, generous individuals extend the range of the Clarke through gifts to the Library. Each year, we are pleased to thank our donors, whose financial support and gifts of material help us grow the collection and support public programs in ways otherwise impossible (an * denotes a deceased individual):

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A Final Word

On March 3, CMU's campus newspaper CMLife ran a long story about Library acquisitions under the headline, “Library Reducing Subscriptions to Academic Journals and Databases.” The article’s first sentence told the gist of the story, “Central Michigan University is reducing subscriptions to academic journals and databases by $372,000 for the library’s 2015-2016 fiscal year.” The last sentence of the story noted an important exception: “The Park Library Building also contains the Clarke Historical Library, the acquisitions of which are exclusively funded through donations. It will see no reductions.”

I mention the story for two reasons. In the long run, I hope that permanent funding can be found to reverse the reduced volume of material available in the University Library created by a shortfall between the actual costs for these materials and the ability to increase the budget sufficiently to pay all of those costs. In the end, students and faculty depend on the journals and databases found within the University Library to carry on their core activities: learning, teaching, and research.

The story also points out how dependent the Clarke Library is on the continuing generosity of its donors. Roughly three-quarters of the new acquisitions the Clarke annually receives are actually in-kind donations. They come from people who generously open their homes and places of business and allow us to take books, maps, manuscripts, and all sorts of other historical material. The remaining new acquisitions are purchased with funds they, and many other people, donate.

The stories in this newsletter make clear how important gift funds are to the Clarke Library’s ongoing work. Much of what is reported upon in this publication comes about through the result of endowment gifts. We are working to increase the number and scope of these endowments. Last year, we began a campaign to endow the Presidential Campaign Biography collection. Beyond endowment income, annual financial gifts from generous donors often makes the difference between what we can purchase to add to the collection and what becomes a lost opportunity.

The staff of the Clarke understands the importance of private support of the Library. Each fall, CMU holds an “Annual University Campaign” in which employees are invited to give back to the University. For the past six years, the Clarke staff has won the award for “Highest Participation by a Department Fewer Than 25 Employees.” It is quite a record and a sincere recognition by those of us who work in the Library to the importance of private funding. It shows our commitment, along with yours, to helping the Library move forward.

I often say thank you to donors, but reading this newsletter reminds me of just how much there is to be thankful for. Without in any way understating the tremendous support we continue to receive from the University, nevertheless much of what we do, including adding new material to what the Library already possesses, would not happen without private generosity from our staff and from you. So, even though I have written it many times before, please allow me to express, once more, a most sincere thank you to all our donors.

And if you haven’t donated lately to support the Clarke Library, please give it a thought. I would love to write you a personal thank you note... soon.  

Frank Boles

THE CLARKE HISTORICAL LIBRARY
Celebrating 61 Years
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