

## Picture 1: McKinley's Campaign Poster

McKinley's claims are pretty clear. He shows that America was a rundown slum before he came into office, with factories sitting quiet, where after his term America is clearly fruitful, with farmers working their fields and factories billowing forth clouds of black smoke – signifying their productivity. He demonstrates that banking was poor before his term. People stand outside squabbling with empty hands, where after his term they are moving orderly into the bank with bags full of cash. Again a farmer appears in the mix, where he was absent before. Last McKinley demonstrates that Cubans were starving in prison under the rule of the Spanish, and after his swift war, they are now fruitful, civilized, industrialized, and productive. Additionally the portraits of McKinley and TDR show them well dressed, and standing upright, demonstrating strength. The two flags are pulled back like curtains, as if to say they are the men behind America itself, controlling its machinery as the wizard did in oz. The flags themselves form the shape of an angel, to subliminally put forth the virtue of the two men.

What it says of the time though is that they valued productivity over waste, without a thought for pollution. Today billowing smokestacks would not pull up positive imagery in the minds of constituents. It's clear that farmers were important to the election, as all three instances show that farming has benefited from the man's term in office. However McKinley has to re-assure the people that the occupation of Cuba, and other island nations, is for humanitarian reasons, and not for the acquisition of territory. In today's age one wonders who owned those Cuban factories, quietly billowing smoke in the background? Who was profiting off of the occupation? Today, when President Bush tries to say that Iraq is about helping the Iraqis, a lot of people roll their eyes.

The poster says a lot about what the people wanted to hear. They wanted to hear that they were good, and that America was helping out those less fortunate than themselves. It says that people feel better when they think that food production is thriving, that everyone is richer, and the whole country is more productive. The modern cynical viewer, however, wonders how much of it is propaganda and how much of it is

truth. Could America have changed this much in four years?

This poster, compared to modern politics, demonstrates that the game hasn't changed a whole lot. It still revolves around spinning truth to the candidate's favor.