



THE SIXTH FLOOR MUSEUM AT DEALEY PLAZA

## 1960 Presidential Campaign

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### Books

- Donaldson, Gary A. *The First Modern Campaign: Kennedy, Nixon, and the Election of 1960*. Lanham, MD: Rowman & Littlefield Publishers, 2007.
- Jamieson, Kathleen Hall. *Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising*. New York: Oxford University Press, 1984.
- Mailer, Norman. *JFK: "Superman Comes to the Supermarket": A Pointed Portrait of a Political Campaign*. Koln, Germany: Taschen, 2014.
- Mayer, Jeremy D. *Running on Race: Racial Politics in Presidential Campaigns 1960-2000*. New York: Random House, 2002.
- Mathews, Christopher. *Kennedy & Nixon: The Rivalry That Shaped Postwar America*. New York: Simon & Schuster, 1996.
- Melder, Keith E. *Hair to the Candidate: Presidential Campaigns from Banners to Broadcasts*. Washington D.C: Smithsonian Institution Press, 1992.
- Menendez, Albert J. *The Religious Factor in the 1960 Presidential Election: An Analysis of the Kennedy Victory Over Anti-Catholic Prejudice*. North Carolina: McFarland, 2011.
- Michener, James A. *Report of the County Chairman*. New York: Random House, 1961.
- Pietrusza, David. *1960: LBJ vs. JFK vs. Nixon: The Epic Campaign That Forged Three Presidencies*. New York: Union Square Press, 2008.
- Schlesinger, Arthur M. *Kennedy or Nixon: Does It Make Any Difference?* New York: MacMillian, 1990.
- Schroeder, Alan. *Presidential Debates: Forty Years of High-Risk TV*. New York: Columbia University Press, 2000.
- Shaw, John. *JFK in the Senate: The Pathway to the Presidency*. New York: Palgrave MacMillan, 2013.

Strober, Gerald S. *Let Us Begin Anew: An Oral History of the Kennedy Presidency*. New York: Harper Collins Publishers, 1993.

White, Theodore H. *The Making of the President, 1960*. New York: Pocket Books, 1964.

### Articles

“Adlai Stevenson's Last Article: Outline for a New American Policy.” *LOOK* 24 Aug. 1965.

Carlson, Peter. “Another Race to the Finish.” *Washington Post* 17 Nov. 2000.

“Democratic Hopefuls.” *Time* 24 Nov. 1958.

Greenberg, David. “Was Nixon Robbed? The Legend of the Stolen 1960 Presidential Election.” *Slate* 16 Oct. 2000. Online.

“It's Called Goldwater Country.” *U.S. News and World Report* 5 Oct. 1964.

“Kennedy Wins 1960 Presidential Election.” *UPI.com* 1960. Online.

“LOOK's Complete 1960 Convention Guide.” *LOOK* 19 Jul. 1960.

“National Affairs: The Democratic Governors in 1960 Their Big Year.” *Time* 6 July 1959.

O'Donnell, Kenneth. “Johnson and the Kennedys.” *Life* 7 Aug. 1970.

“Pro-lingo: The Greatest Hits.” *Newsweek* 24 Mar. 2008.

Sorensen, Ted. “13 Lessons from the 1960 Presidential Campaign.” *Campaign & Elections* 27 Oct. 2010.

Thomas, Evan. “Divide and Conquer.” *Newsweek* 19 May 2008.

“Humphrey and Kennedy: Wisconsin Who'll Tumble?” *Newsweek* 28 Mar. 1960.

### Videos

*Primary*. New Video Group, 2003.

*The Speeches Collection*. MPI Home Video, 2002.

*JFK the Presidential Years*. Speech Works, 2007.

*The JFK-Nixon Presidential Debates 1960*. Speech Works, 2011.

### Collections

The Museum's Collection provides audio, visual, documentary resources, and artifacts related to the [1960 Presidential Campaign](#). Artifacts and documents include campaign ephemera, newspaper clippings, letters and photographs. Audio and video recordings include oral history interviews, home movies and archival news footage.

Please visit our [online collections database](#) for more information. For research assistance, please contact the Reading Room at [readingroom@jfk.org](mailto:readingroom@jfk.org) or (214) 741-6660 ext. 6646.

## **Oral Histories**

For more information about the [Oral History Collection](#)

### **Robbins Barstow**

An amateur filmmaker for over 70 years, Barstow shot a color home movie of his family's 1956 California vacation that was added to the National Film Registry by the Librarian of Congress in 2008. Barstow was an active Democrat during the 1960 presidential election and saw Senator Kennedy at a Connecticut rally. Recorded January 25, 2010.

### **Ann H. Buell**

During the 1960 presidential campaign, Buell had frequent contacts with John F. Kennedy as she helped campaign for his election. Recorded February 13, 1995.

### **David Carlson**

Carlson saw Senator John F. Kennedy in Illinois during the 1960 presidential campaign. At the time of the assassination, Carlson was a freshman at the University of Illinois. Recorded March 24, 2010.

### **Carolyn Dennis**

An ardent JFK supporter, Dennis attended one of Senator Kennedy's speeches during the 1960 presidential campaign. She became an early civil rights and peace movement activist during the Kennedy years and continued to participate in marches and protests throughout the 1970s. Recorded June 23, 2008.

### **Ellen Diamond**

An editorial assistant at Macmillan Publishers in New York City, Diamond saw Senator John F. Kennedy during the 1960 presidential campaign. She wrote a letter to Jackie Kennedy following the assassination. It was later selected for publication in Dr. Ellen Fitzpatrick's book, *Letters to Jackie: Condolences from a Grieving Nation* (2010). Recorded September 15, 2010.

### **Mary Greene**

A longtime Dallasite, Greene served as a Kennedy campaign worker in 1960 and became involved in the civil rights movement locally throughout the 1960s. Later, she was involved in the creation of *Sesame Street* for PBS and served in the Carter administration. Recorded March 9, 2006.

### **Darwin Hutchison**

A lifelong Dallasite, Hutchison saw the presidential motorcade on Main Street. Previously, on September 13, 1960, he marched with the Jesuit High School band in a downtown Dallas parade to mark Senator John F. Kennedy's campaign visit to the city. Recorded June 18, 2008. \

### **Richard Janowitz**

Janowitz was in the sixth grade in Cleveland, Ohio, at the time of the assassination. In 2002, he donated to the Museum a home movie shot in September 1960 by his late grandfather, John Janowitz, of Sen. John F. Kennedy on the campaign trail in Cleveland. Recorded September 5, 2007.

### **Jacques Lowe**

The Kennedys' personal photographer for many years, Lowe photographed John and Jackie Kennedy frequently from 1958 to 1961, taking some 40,000 images. During the 1960 presidential campaign, Lowe served as the official campaign photographer. Recorded October 9 and November 21, 1997.

### **Robert Mayer**

A politically active Democrat in Dallas, Mayer campaigned for John F. Kennedy and helped organize his 1960 campaign visit to the city. In 1963, he lobbied for tickets for Kennedy supporters to the bipartisan Trade Mart luncheon, which he attended. Recorded July 22, 2004.

### **Albert Maysles**

A celebrated documentary filmmaker, Maysles worked with Robert Drew on the landmark 1960 Kennedy documentary *Primary*. In 1975 Maysles and his late brother, David, directed the film *Grey Gardens*, an intimate portrait of Jacqueline Kennedy's aunt and cousin. Recorded January 8, 2004.

### **Walter R. Mears**

A Pulitzer Prize-winning political reporter for the Associated Press for more than forty years, Mears covered every presidential election from 1960 to 2000. He spent time with Senator John F. Kennedy on the campaign trail, attended Kennedy press conferences and his 1963 funeral, and later wrote the book *The Kennedy Brothers* (2009). Recorded August 27, 2010.

### **Dr. Allen Norman**

Currently a battalion chief with the Los Angeles Fire Department, Norman briefly spoke with Senator John F. Kennedy at a 1960 campaign rally in California. The encounter was captured in a photograph by Stanley Tretick and published in *Life* magazine. Recorded May 6, 2009.

### **Adam Peiperl**

A native of Poland, Peiperl immigrated to the United States in 1953. He worked as an assistant photographer at the 1959 wedding of Jackie Kennedy's sister, Lee Bouvier, and later captured a color home movie of President-elect Kennedy shortly after the 1960 election. Peiperl donated his film to the Museum in 2008. Recorded July 18, 2008, and July 27, 2009.

### **George Reid**

Reid was a longtime Kennedy supporter who campaigned for him in Texas. He also filmed home-movie footage of President Kennedy at Love Field in Dallas and in Dealey Plaza on several occasions in the 1960s. Recorded April 24, 1996.

### **Charles and Bonnie Sanders**

The Sanders were seated at the head table for the luncheon at the Dallas Trade Mart on November 22, 1963. Charles Sanders was then serving as the Democratic Party precinct chair for Mesquite, Texas, in Dallas County, and during the 1960 presidential election, Bonnie Sanders ran JFK's campaign office in Mesquite. Recorded December 11, 2009.

### **David Schwartz**

Schwartz is chief film curator of the Museum of the Moving Image in Astoria, New York. This lecture on recurring themes in presidential campaign commercials (1952-2004) was recorded during a public program at The Sixth Floor Museum at Dealey Plaza. Recorded September 23, 2004.

### **Lonny Smith**

A Kennedy volunteer in the 1960 presidential campaign, Smith was working for a conservative businessman in Dallas at the time of the assassination. In January 1964, he visited and photographed the president's burial site at Arlington National Cemetery. Recorded July 7, 2003.

### **Sterling Steves**

A longtime Fort Worth attorney and political leader, Steves was locally involved in the Kennedy campaign during the 1960 presidential election. He attended the Hotel Texas breakfast on November 22, 1963, and was aware of the behind-the-scenes planning of the president's trip to Texas. Recorded March 25, 2011.

### **Harold Vaughan**

A campaign secretary for the Boston area during John F. Kennedy's senatorial campaign in the 1950s, Vaughan had personal contact with JFK and arranged several of his appearances and public events, particularly in local African-American communities. He maintained political ties to the Kennedy family and later worked with Ted Kennedy on his early senatorial campaigns. Recorded July 25, 2007.

### **Robert and Brian Venner**

The widow and son of the late Kennedy supporter Jo Ann Venner, the Venners discussed the color home movie she captured of Senator John F. Kennedy during the 1960 presidential election, which was donated to the Museum in 2007. On November 22, 1963, son Brian was with his mother at Dallas Love Field and Parkland Memorial Hospital. Recorded October 6, 2009.

### **Dr. Dan Weiser**

A longtime mathematician and political analyst, Weiser served as president of the Dallas County Young Democrats in 1963. In 1960, he worked locally on the Kennedy campaign, and a month before the assassination, he attended the Adlai Stevenson event on U.N. Day. In the early 1970s, Weiser was the key political expert in the Texas redistricting trials, advocating single-member voting districts for the state. Recorded April 24, 2006.

### **Dr. Louise Young**

A longtime women's rights and gay rights activist, Young was profoundly influenced and inspired by President Kennedy. She served as a young campaign volunteer in the 1960 election and was attending high school in Oklahoma at the time of the assassination. Since the late 1970s, Dr. Young has been an active leader with the Dallas Gay and Lesbian Alliance. Recorded July 12 and September 22, 2006.

## **YouTube**

### [The Sixth Floor Museum at Dealey Plaza Channel](#)

#### [The Vital South and Presidential Elections, 1960-2012](#)

The program featured political scientists Earl Black of Rice University and Merle Black of Emory University discussing how Southern politics have changed since 1960 and the growing importance of the South in presidential elections and national politics. Southern Methodist University political scientist Dennis Simon moderated.

#### [Living History with Walter Mears](#)

An interview with Walter Mears, a Pulitzer Prize-winning political reporter. Mears worked for the Associated Press for more than 40 years and covered every presidential election from 1960 to 2000.

## **Websites**

#### [4President.tv - 1960 Presidential Election TV Ads](#)

Listen to the actual Kennedy versus Nixon advertisement campaigns that aired during the 1960 presidential election.

### **Atlas of U.S. Presidential Elections - [1960 Presidential General Election Results](#)**

This site provides detailed data and statistics for the electoral and popular vote during the 1960 election.

### **Commission on Presidential Debates - [1960 Debates](#)**

The Commission on Presidential Debates (CPD) was established in 1987 to ensure that debates, as a permanent part of every general election, provide the best possible information to viewers and listeners. Its primary purpose is to sponsor and produce debates for the United States presidential and vice presidential candidates and to undertake research and educational activities relating to the debates. Details and transcripts of the four presidential debates are available on this website.

### **Congress for Kids - [Elections](#)**

Learning about the federal government doesn't have to be boring. Congress for Kids gives you access to interactive, fun-filled experiences designed to help you learn about the foundation of our federal government and how its actions affect you. Although designed for students in grades fourth through high school, other students, teachers, parents, and interested citizens will find helpful, engaging activities, too.

### **John F. Kennedy Presidential Library & Museum - [Campaign of 1960](#)**

The John F. Kennedy Presidential Library and Museum is dedicated to the memory of our nation's thirty-fifth president and to all those who through the art of politics seek a new and better world. This collection of articles discusses how Kennedy captured the Democratic nomination in 1960 and went on to win one of the closest elections in U.S. History.

### **The Museum of Broadcast Communication - [The Kennedy-Nixon Presidential Debates, 1960](#)**

The Museum of Broadcast Communications collects, preserves, and presents historic and contemporary radio and television content as well as educates, informs, and entertains the public through its archives, public programs, screenings, exhibits, publications and online access to its resources. This article explains how television and the 1960 Kennedy-Nixon debates transformed democracy in America.

### **Museum of the Moving Image: [The Living Room Candidate - 1960 Kennedy vs. Nixon](#)**

From the Museum of the Moving Image, you can view campaign commercials from the 1960s.

## **Lesson Plans**

### **Dirksen Congressional Center - [Analyzing Editorial Cartoons](#)**

Editorial cartoons teach students to identify issues, analyze symbols, acknowledge the need for background knowledge, recognize stereotypes and caricatures, think critically, and appreciate the role of irony and humor.

**EDSITEment: Lesson Plans from the National Endowment for the Humanities -**  
[edsitement.neh.gov](http://edsitement.neh.gov)

EDSITEment offers a treasure trove for teachers, students, and parents searching for high-quality material on the Internet in the subject areas of literature and language arts, foreign languages, art and culture, and history and social studies.

**John F. Kennedy Presidential Library & Museum - Curricular Resources**

The JFK Presidential Library & Museum developed many wonderful educational resources and lesson plans divided up by grade level. Campaign and election related resources are available for all levels.

**Lesson Planet: The Search Engine for Teachers - 1960 Election Lesson Plans**

Find teacher reviewed 1960 election ideas, from *civil rights* to *presidential history* lesson plans.

**Museum of the Moving Image: The Living Room Candidate - 1960 Kennedy vs. Nixon**

Lessons have been designed for use by high school teachers and students. Each lesson meets New York City and New York State curriculum standards in Social Studies and English Language Arts, which are specified at the end of each lesson. Three of these lessons are designed to help you integrate the *ADMAKER* online video editing tool into your classroom curriculum.

**Thinkmap Visual Thesaurus - Analyzing the Language of Presidential Debates**

In this lesson applicable for grades 6-12, students will analyze an excerpt from a 1960 debate between presidential candidates Richard Nixon and John F. Kennedy. Then, students will watch or read a debate between current presidential or vice-presidential candidates and reflect on how their verbal patterns may relate to their overall political positions as well.