

**“I Decided
That I Shall”**

**Senator Margaret Chase
Smith's 1964 Presidential Run**

The Margaret Chase Smith Library

- Archive
- Museum
- Home
- mcslibrary.org



- Museum Assistant
- National History Day in Maine State Coordinator

Brief Senator Smith Biography

- Born in 1897
- 1916-Graduated
- 1922-Organizes the BPW
- 1930-Marries Clyde Smith
- 1940-Clyde Dies
- 1940-Elected U.S. House of Representatives
- 1947-Female Military Status
- 1948-Elected U.S. Senate
- 1950-DoC Speech
- 1964-Presidential Run
- 1972-Loses Re-Election
- 1982-Dedicates Library
- 1989-Presidential Medal of Freedom
- Dies in 1995



1964: A Pivotal Year

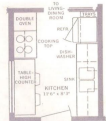
- President Kennedy Assassinated (1963)
- Freedom Summer
- Civil Rights Act of 1964
- Gulf of Tonkin Resolution
- The British Invasion-the Beatles and Rolling Stones
- Two James Bond Movies are Released-*From Russia with Love* & *Goldfinger*
- Senator Smith's Run for the White House

1956 Ladies' Home Journal



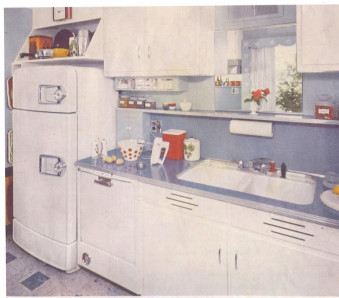
Kitchen for a Lady Senator

Ladies' Home Journal November 1956



Concave and convex cabinets are fitted neatly on the rear long wall of the 10' x 11' kitchen. The arrangement is as follows:

The window's built-in leaf with cabinet counter, 12 cupboards, 1 refrigerator, 2 counters, sink, 11 cabinet doors and 11 drawers. The window's built-in leaf with cabinet counter, 12 cupboards, 1 refrigerator, 2 counters, sink, 11 cabinet doors and 11 drawers. The window's built-in leaf with cabinet counter, 12 cupboards, 1 refrigerator, 2 counters, sink, 11 cabinet doors and 11 drawers.



Behind the window cabinet the sink and the window cabinet counter are raised and the rear wall counter is built in. The rear wall counter is built in. The rear wall counter is built in.

Ladies' Home Journal November 1956

Margaret Smith, like many New Englanders, collects early-American glass to accessorize her Maine home.



From her dining table, the senator enjoys a magnificent view of the river, where the logs drift to the mill in summer and ice clogs the water in winter. Her lovely old glass and the hand-stitched chair coverings add a personal kind of charm to the table setting.

The senator's snug eight-room house, perched high on the banks above the Kennebec River, is a Margaret Chase Smith original. She sketched plan after plan for this place in her home town, Skowhegan. The one-floor house she laid out takes full advantage of a spectacular scenic view of river and mountains—and reflects the senator's own philosophy of living. "Because I like the living room to be really a room for living, it is large, and the other rooms are small."

The big main room on the river side has a forty-foot sweep of windows facing the view. Bookcases line one end, a fireplace fills the opposite wall and furnishings are indelibly mahogany and brasswood antiques. The senator's mahogany and brasswood antiques. The senator's mahogany and brasswood antiques. The senator's mahogany and brasswood antiques.

Cramped around the living room are modest bedrooms—"truly sleeping rooms," Margaret Smith explained. (In one of these President Eisenhower slept last year, in a huge curved bedstead—a Smith family heirloom.)

A large entrance hall doubles as her reception room. When Maine people, who sag to discuss local problems with their senator, sit on the red-seated-covered... CONTINUED ON PAGE 38

KITCHEN FOR A LADY SENATOR

Small inset text describing kitchen details.



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**Senator Smith
analyzes**

THE KENNEDY TWIST

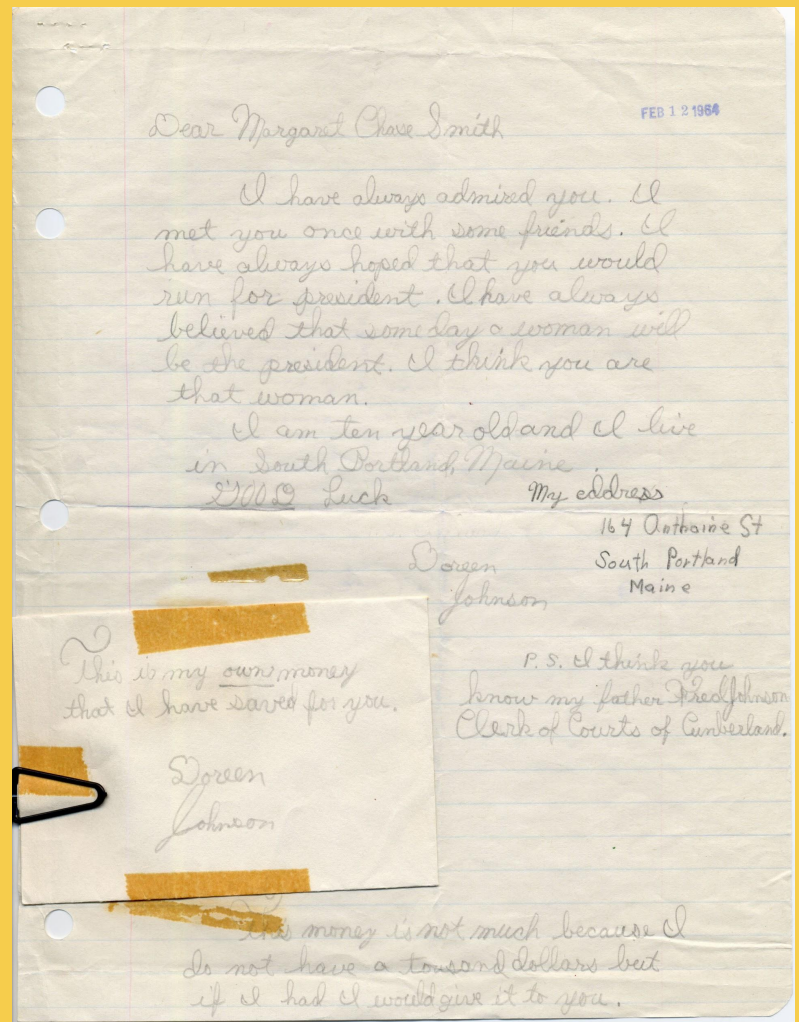
A digest of remarks of
Senator Margaret Chase Smith
of Maine
before the Tenth Annual
Republican Women's
Conference,
Washington, D. C.
April 16, 1962

Presidential Speculation

- Vice-Presidential Nominee in 1952?
- Rumors of a presidential run began circulating in August, 1963
- Felt she was a moderate alternative for Republican voters
 - Senator Barry Goldwater (more conservative)
 - Governor Nelson Rockefeller (more liberal)

Formidable Candidate

- Received mail urging her to run
- President Kennedy
 - He “would not look forward to campaigning against Margaret Chase Smith” and called her “formidable as a political figure.”
- Senator Smith planned to announce her decision on December 5, 1963



Public Reaction to Speculation

A Woman Candidate For President?--Or For Vice President?

P.F.E. 11-11-63

Maine's senior U. S. Sen. Margaret Chase Smith is "seriously considering" entering some presidential primaries to offer Republicans a "third choice" in selection of their 1964 nominee.

This was the basis of a series of sidewalk interviews in rainy downtown Portland today.

Citizens expressed varied opinions on whether they would vote for a woman—any woman—for President. They also were of mixed opinions on whether a woman should be elected to the vice presidency.



GEORGE R. LEWIS, 108 Newbury St.: "Never! And that goes for both—a woman for President, and a male presidential nominee with a woman for his running mate. Women are unsuited to the responsibilities of the presidency. It's a man's job."



ELMER PURINGTON, 57 Exchange St.: "Until Sen. Smith's news, I don't believe the question ever came up. I'm undecided whether I'd vote for a woman for President and the same holds true on a woman for Vice President."



MRS. HELEN WILCOX, 86 Winter St.: "Yes, I'd certainly vote for a woman for President if she were qualified. And I'd vote for one of my sex for Vice President, too, under the same condition. Women are fully as well qualified for the job as men."



ROBERT PERRY, 439 Congress St.: "No, I don't believe I'd vote for a woman for President. However, I might support a woman for Vice President. As far as Sen. Smith is concerned, let her stay where she is. She's doing a good job."



MRS. BERNADETTE COLLINS, 439 Congress St.: "It all depends on the woman. I'm a good Republican but I don't favor Sen. Smith either for President or Vice President."



MRS. DANIEL FITZGERALD, 153 Ocean Ave.: "Definitely no vote from me for President. Emotions are what guide women, not sense, I wouldn't vote for a woman for Vice President either. She might become President."



MRS. CLARICE WOODBURY, 234 State St.: "Yes, I'd vote for a woman for President or for a ticket on which she was running for Vice President. It's not a question of sex but whether the candidate is capable."

Public Reaction to Speculation (Con't)



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“Never! And that goes for both--a woman for President, and a male presidential nominee with a woman for his running mate. Women are unsuited to the responsibilities of the presidency. It’s a man’s job.”



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Announcement and Reaction



- Made her announcement on January 27, 1964 at the Women's National Press Club
- Teased her audience by proclaiming that she had neither the money nor the organization to make a successful run
- Majority of her reasons were gender based
 - Including being told that no woman should aspire to be president



Another View of the Reaction



The Primaries

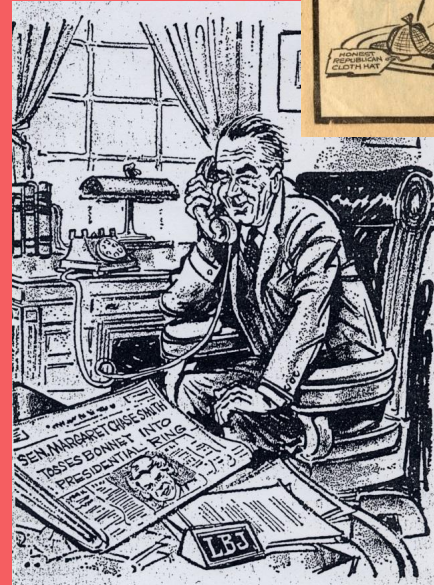
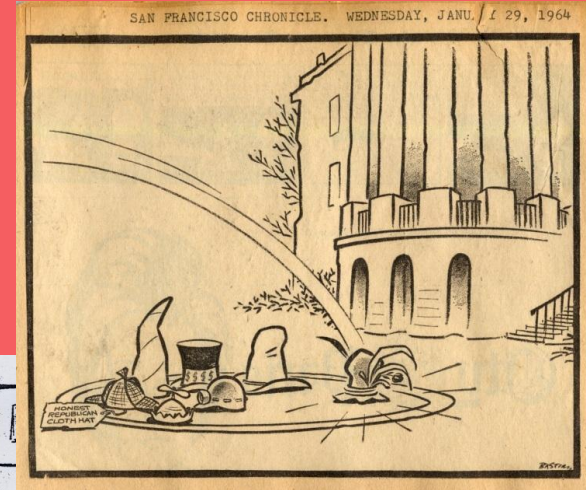
- Three “self-imposed limitations”
 - No national organization
 - No large war chest
 - No extended time on the campaign trail
- Ran campaign based on 24 years of experience
- Returned campaign contributions
- Refused to leave official duties and miss roll call votes in Congress
- Was on the primary ballot in three states: New Hampshire, Illinois, and Oregon



Throwing Her Hat in the Ring



Gender Representation in the Media



Sen. Smith Candidacy Gives Bette Davis Some Ideas

By VERNON SCOTT

HOLLYWOOD (UPI)— Bette Davis, all excited about Sen. Margaret Chase Smith's presidential candidacy, says she is interested in running for public office herself.

"If I had a great deal of money I'd go into politics — I might anyhow," the two-time Oscar winner said.

"Every politician is an actor, and maybe some day I'll turn the tables. I feel I could contribute in politics. Of course, I have a lot to learn, but I've had a lot of exposure to politics."

Miss Davis, an outspoken Democrat, was once a resident of Maine and said, "I'd love to have run for the Senate against Mrs. Smith. But now that she is a possible presidential candidate, I just might vote Republican if she is nominated."

THEY SHOULD RUN

"Personally, I think she would make the best Republican candidate, and she's certainly making it the most exciting election in history."

"One thing in my favor if I entered politics is the fact that I'm known," she said, "but I would have to destroy my attitude and reputation as an actress to convince the voters I am serious. I have tremendous interest in government and strong beliefs."

"Mrs. Smith's decision to run may influence many other women to enter the political arena. And, if they're qualified, I think they should."

"More than anything else the emotional qualities of women hold them back. And that's as it should be. The majority of females are emotionally unsuited for politics—or business, for that matter—but there are others who can do the job as well or better than men."

MORE INTUITION

Miss Davis, who has completed four movies during the past year and a half of a rejuvenated career, obviously believes that she is one of the women who would make an excellent politician.

Bette, relaxing in an oversized chair in the den of her Bel-Air home, chuckled at the thought of running for office. The more she talked about it the more enthusiasm she gathered.

"Naturally, women have a sharper intuitive sense," she said. "But that can be a disadvantage as well as an advantage. A female has to keep herself in check in that department. And I'm sure women are as efficient as males. I know I am."

Sex appeal, Miss Davis believes, plays no part in winning public office.

"Once you make it clear you're running as a competitor and not exercising any female prerogatives, they get the message very quickly," she said.

"If a woman forgets her sex in a situation like that, the men will, too."

Hope's Suggested Slate: Johnson, Lawrence Welk

By Ernest A. Lotito
Staff Reporter

The show began and he walked into the spotlight unannounced—a slight he rectified as soon as the wild applause subsided.

"Thanks for the fine introduction," comedian Bob Hope told Ollie Atkins, president of the White House News Photographers Association. "It's the first time I have ever worked anonymously."

Then, the inimitable master of the rapid-fire quip launched into a series of jokes that kept the audience at the Association's annual dinner convulsed.

He told the audience at the Sheraton-Park Hotel that he owed a lot to photographers—"for all the pictures printed of me—but more important for those that weren't," he said.



BOB HOPE
... quips for dinner

After a few more jibes at the lemmings, emcee Hope switched to politics.

"I just arrived on the 8 o'clock helicopter flight from Cuba," he chirped. "Anyone want a cigar?"

Leveling his humor at President Johnson, who was the

photographers' guest of honor, Hope said he was convinced the tax cut had nothing to do with 1964 being an election year. It was just, he conceded, that Mr. Johnson wanted everyone to have enough bus fare to get to the polls.

Referring to President Johnson's drive to cut the electric bill at the Executive Mansion, he added: "I was invited to stay at the White House, but I didn't have a flashlight with me."

Keeping Mr. Johnson under fire, Hope said the President had saved \$3000 on the electric bill but that consequently the medical bill for broken legs had risen to \$3000.

State Department

Secretary of State Dean Rusk had turned the lights off at the State Department, Hope maintained, because he didn't want "to run into Sen. Fulbright."

In a reference to the President's dancing prowess, Hope added that he understood Mr. Johnson's running mate this year would be Lawrence Welk.

Calling himself a "cultural exchange" for Pierre Salinger, the comedian went on to discuss the exchange for Pierre Salinger.

Gov. Rockefeller was pretty upset by the results, Hope held—so upset that he was going to "buy the whole State and turn it into a gas station."

Hope quipped that former Vice President Nixon was very satisfied with the way he was not running.

Hope said he didn't know how to react to Sen. Margaret Chase Smith's running for William E. Lavelle of (President. His chief concern about the Maine Republican becoming Chief Executive was that he couldn't see "Betsy Crocker as Secretary of Defense."

John H. Bickley Jr., a former prospect, a former Smith got to the White House prosecutor who gained "Elizabeth Taylor handling transportation order against foreign affairs."

Seating Show in A

Principal candidates for the Republican gubernatorial nomination to head the party's state slate in November.

Other candidates for the G. O. P. slot for governor are Lar (America First) Daly, a frequent candidate from Chicago; Barnett A. (Barney) Neldie, a Chicago tavern owner, whose campaign is centered around his saloon and Alfred A. Skulnik, a Chicago Heights business man.

Hovelt of Chicago is reflection on the Den ballot.

Atty. Gen. Spot O'William D. Stehl of ville St. Clair county chairman; Elroy Sand of Chicago, who gained for fighting the 1960 votes; State Sen. Rol Canfield (R., Rockford); Jack I. Sperling (D., Chase Smith's running for William E. Lavelle of (President. His chief concern about the Maine Republican becoming Chief Executive was that he couldn't see "Betsy Crocker as Secretary of Defense."

Kerner Unopposed

Gov. Kerner is on the Democratic side. He is seeking re-election.

Seven candidates are on the ballot for the Republican nomination for lieutenant governor. They are:

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Letters To The NEWS

The Bangor Daily News is glad to receive letters from readers giving their views on questions of the day. To be considered for publication, letters should be confined to 300 words or less. Name and address of the writer must be given, but will be withheld for valid reason. All letters must be signed. No letter will be returned. No verse will be considered. Please write on only one side of the letter paper.

No Place For A Woman

Editor, Bangor Daily News:

... How anyone can nominate a woman for President or a woman wanting to be President is beyond me.

Can't you just imagine a woman being faced with a crisis (Cuba) such as President Kennedy had?

The office of President or Vice President is no place for a woman.

Betty Grimes

A
Lady
for
President?

To Senator Margaret Chase Smith



Michael Daily Oak Grove
Language Feb. 16, 1964

A Lady for President

No, I do not think a woman should be President, the work can be too hard for them, they are used to cooking and doing housework, and it would be so unusual, and it sounds silly!

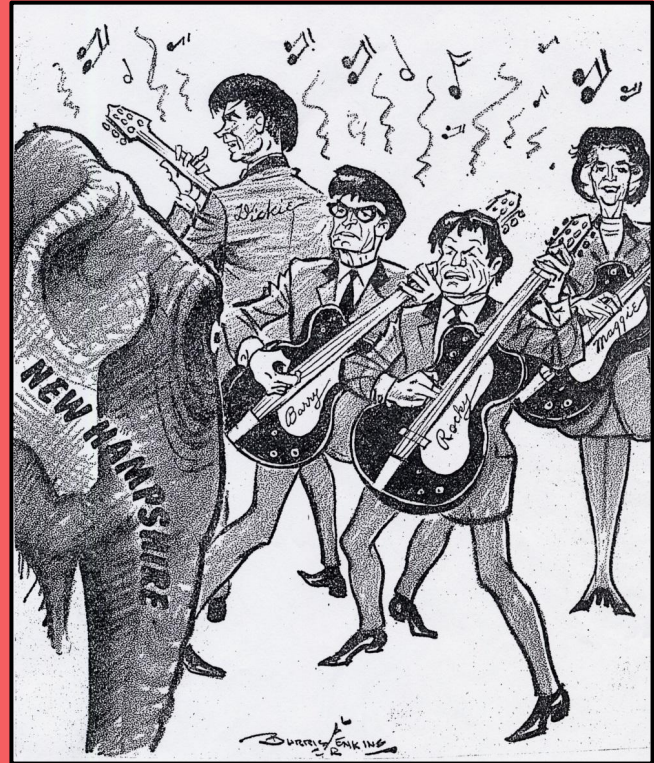


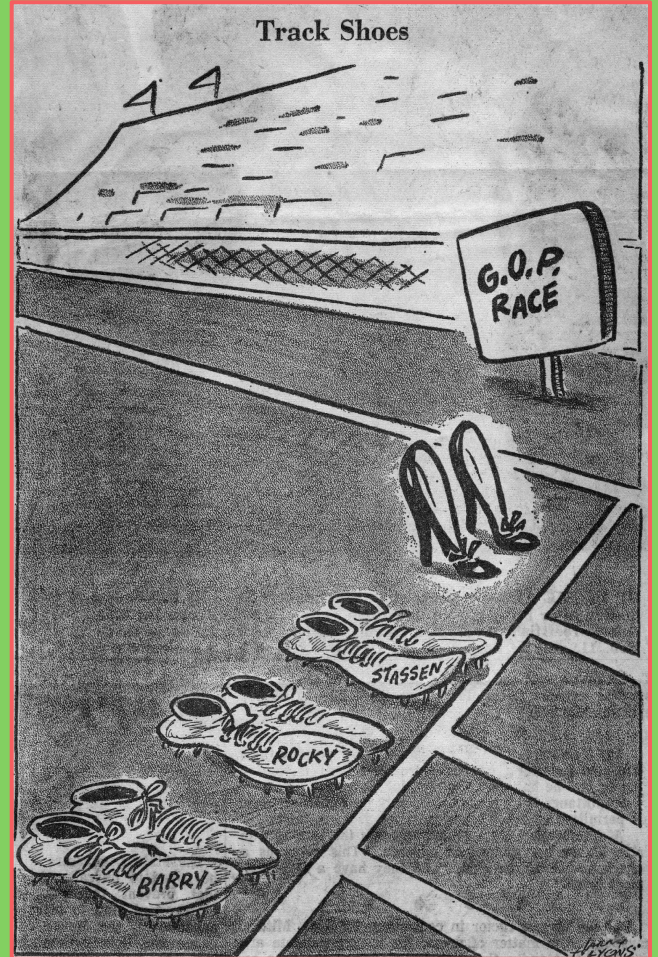
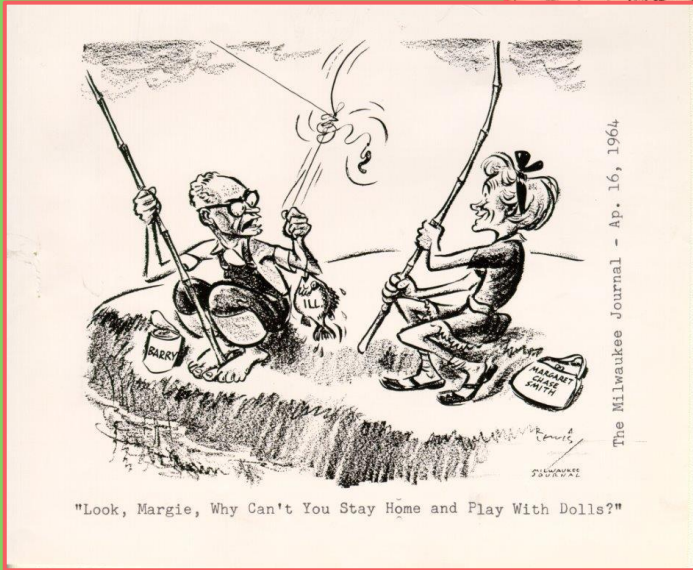
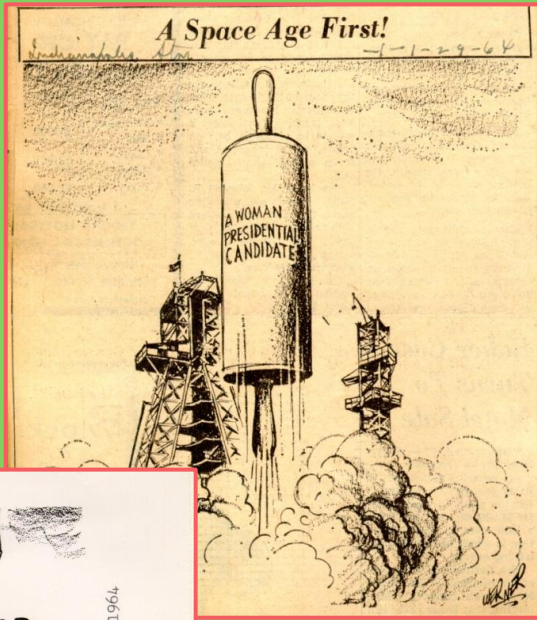
Jann Oak Grove
Language Feb. 16, 1964

A Lady for President

I think there should be a lady President because the men have had their chance and I think the ladies should have a chance to be President too. Maybe if we had a lady President our tags wouldn't be so high, I think she would solve all of our problems with the colored people, but most of all I'm sure there would be no more fighting and there would be peace.

Cartoons





Tomorrow's Winning Recipe?



How to Make Fudge That's Really Rich

CANAAN, N.H.—Gov. Nelson Rockefeller entered the pantry competition against Sen. Margaret Chase Smith by giving his favorite fudge recipe to a Canaan housewife during his tour of New Hampshire last week.

This was in retaliation to Mrs. Smith having given her favorite blueberry muffin recipe to an Ellsworth housewife Tuesday.

The governor's fudge mix:
One and two-thirds cup sugar.
Two tablespoons butter.
One-half teaspoon salt.
Two-thirds cup evaporated milk.
One-half package semi-sweet chocolate.
One-quarter pound snipped marshmallows.
One-half cup chopped walnuts.
One teaspoon vanilla extract.

If smoother mixture desired, use powdered sugar instead of granulated.



THE CHARLOTTE OBSERVER

"New Hampshire Express"

by Eugene Payne

Charlotte Observer

February, 1964

MCSL Collection, Gift of Mr. Payne

The Republican National Convention

- Took Place July 13-17 at the Cow Palace in San Francisco
- Senator Smith became the first woman placed in nomination by a major political party on July 15.



The Republican National Convention (Con't)

- Vermont Senator George Aiken gave the nominating speech
- Seconding Speeches
 - Maine Governor John Reed
 - Ohio congresswoman Frances P. Bolton
 - North Dakota Delegation Chairman John Rouzie
 - Mrs. Betty Horne from Washington

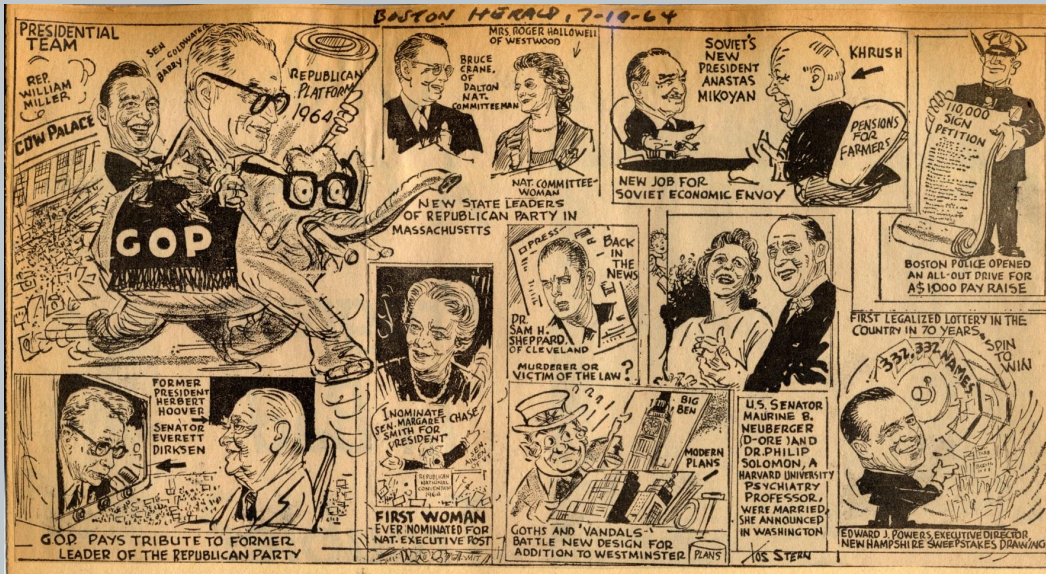


The Republican National Convention (Con't)

- The First Roll Call
 - Senator Goldwater-883 Delegates
 - Senator Smith-27 Delegates
 - Vermont
 - Massachusetts
 - Ohio
 - North Dakota
 - Washington
 - Alaska
 - Maine



The Republican National Convention (Con't)



- The Second Roll Call
 - Wanted to show unity/unanimous nomination
 - Smith refused to release her delegates
 - Came in second to Senator Goldwater
 - Goldwater lost presidential election
 - LBJ-486 Electoral Votes
 - Goldwater-52 Electoral Votes

Lasting Legacy

- Woman pioneer
- Became an inspiration for the next generation



You were an example for me as I was growing up and how grateful I am still today for your leadership.

With warm personal regards and respect, I am

Sincerely yours,
Hillary Rodham Clinton