

The Honorable Patricia Scott Schroeder
U.S. Representative of Colorado (1973–1997)

Special Exhibit: A Century of Women in Congress

“She Wins, We Win,” and the FBI

Representative Schroeder wanted to accomplish several things with her campaign slogan, including communicating her stance on humanitarian rights and clearly stating her gender. Unexpectedly, it also prompted FBI surveillance of her 1972 campaign.

Interview recorded June 3, 2015

This is not a happy part of the campaign. I remind you that this is the era of Hoover and the FBI and all of that. This was one of the things we thought of when we were thinking about a campaign slogan: “She wins, we win.” We didn’t want anybody to, I mean, Schroeder is such a long name, that we weren’t going to do Patricia, but we wanted to make sure they knew it was a female. So, one of my students took the picture, we fixed it all up, made the buttons, those were the slogans, and while this was going on, we had our house broken into a couple times. We never saw anything missing. Well, we couldn’t figure out, who’s breaking into our house and why is nothing missing? So we didn’t think too much about it, and then after I got elected, I don’t know, it was a year or two later, the front page of the *Denver Post* had this article about how this guy named Timothy Redford, had been arrested for breaking into houses, and he said, “You can’t, you can’t arrest me, because I’ve been hired by the FBI to break into the Schroeder house.” So, I asked for my FBI file, under a FOIA, and it comes back like this, right? And they thought this was a communist slogan: “She wins, we win.” You’ve got to, you’ve got to love that, I mean what imagination is that? And they had all of these things that he had taken out of the house. He’d taken out brochures, and buttons, and stuff, but we would have given him those if he had walked into the campaign, I mean. Things like I belonged to the League of Women Voters, the Vietnam Veterans against the War, just really strange stuff, you just think. But the “She wins, we win” really bugged them.