

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

Special Exhibit: A Century of Women in Congress

Unorthodox Campaign Materials

Representative Schroeder describes her campaign flyers for the 1972 congressional campaign.
Interview recorded June 3, 2015

We decided to run with three posters, and we made black and white commercials that I was in, I mean the cheapest commercials you'd ever seen, because I'm telling you, my average campaign contribution was \$7.50, so we're talking cheap. That fit the posters. The posters were, we had an elderly woman walking down one of the streets in Denver with a cane, and it said, "Cheer up, the Olympics are coming." It was, it was a rather strong message. We had another one of the military cemetery in Colorado, with the gravestones and a bird flying out over the top, and a, a quote from one of Nixon's speech, saying, "Yes, many of our troops have already been withdrawn." And on the backs of these we would have a very serious comments about what we would do and so forth, and, or what I would do. But that would be the poster that would grip your attention. And the final one was a baby sitting under a crucifix, in a migrant worker's farm—which we have a lot of migrant workers in Colorado—and it said, "This radical troublemaker is out to get something from you: hope." They were printed on bright pink, bright green, bright orange paper, totally not red, white and blue, because we were able to get those free. Nothing looked like it was supposed to look like. You could, you can't imagine, when the DCCC saw those back here. They said, "Surely, these haven't gone out?" "Oh yeah, they're out, they're all over town. People are putting them up on—" "No, that can't be." Well it was—and so you know, I was totally convinced. I never quit my jobs.