



RETAIL POLITICS WITH ESTES KEFAUVER

Truman's challenger was Estes Kefauver, a young senator from Tennessee who had risen to national attention during televised Senate hearings on organized crime.

Kefauver made two campaign trips to New Hampshire, both within a month of the primary, and he adopted a personal approach, often jumping out of his car to grab a citizen's hand and exclaim, "I'm Estes Kefauver, running for president—how'm I doin' here?"

He met with people in their homes, on the main streets, on the factory lines, on the ice of frozen lakes as they fished, wherever he could find them. Even his set speaking appearances took on a more personal, intimate cast, as much because of disappointingly small turnouts of thirty or forty people as out of a conscious strategy.

Every political reporter was predicting a Truman victory. Yet to everyone's surprise, including Kefauver's, Truman lost the primary and shortly afterward withdrew entirely from the presidential race.

*This passage has been edited to make it easier to read.



Notice & Wonder

- Write down any words you don't know and look them up in a dictionary.
- Give some examples from this account of how Estes Kefavuer connected with voters.

