

# Out of the Archives

a newsletter from the Washington State Archives

January 2018



## Who said that?



*“...the 47 states and the Soviet of Washington.”*

– Postmaster General  
James Farley

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Postmaster General James “Big Jim” Farley was best known for revolutionizing the use of polling data during his time as a campaign manager for New York’s Alfred E. Smith and Franklin Roosevelt’s gubernatorial races, as well as Roosevelt’s first two presidential campaigns. Farley was able to predict landslide victories in his campaigns.