

**The Honorable Claudine Schneider**  
U.S. Representative of Rhode Island (1981–1991)

**Special Exhibit: A Century of Women in Congress**

**Claudine for Congress**

When it came to campaign buttons, Representative Schneider wanted the emphasis on her first name. After her unsuccessful bid for Congress, voters of the district sported "Next Time Claudine" bumper stickers. For her second campaign, she used a slogan that already had a ring to it.

*Interview recorded January 20, 2015*

Claudine is a friendly name. And Schneider was my married name. My maiden name is Cmarada. Sounds Italian, doesn't it? So, but we didn't use Cmarada. Schneider was there because that's what was on the ballot. That was my legal name. And, so, we wanted to make it more personal, more friendly. And so, we just used the first name. And I think that, at that time, I don't recall too many other candidates just using the first name. You know, sort of like Cher, or Madonna, or whatever. So, people used to tease me about just using the first name. But, it did make sense. Claudine Schneider is too long—"Claudine for Congress," much better. So, that was the rationale behind that. "This time, Claudine," we copied from the bumper stickers that somebody had put out there. And we thought, this is, this sends a good message, and, you know, it's coming from the people themselves, so, why not use that?