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*Election Campaign of Milan Stojadinovic in the year 1938*

*Summary*

The basic idea in the election campaign presentation of the JRZ was that everything that was achieved was the best recommendation and the best promise for the future. That is why the campaign, under the slogan "Deeds are speaking for themselves", was presenting the results that the Government had achieved in the three-year period (1935-1938) of its rule. At the same time, its work was presented as a guarantee for further development and progress of the country. Pre-election campaign of the JRZ officially started on October 6, 1938 with the speech of its president delivered before the party colleagues in the building of the Main Board in Belgrade. The campaign was continued at the rallies in Negotin, Petrovgrad, Novi Sad, Bjeljina, Bosanski Novi, Ljubljana, and Belgrade. Milan Stojadinovic, being a man of the world, organized the campaign in accordance with the technical achievements, together with ample financial resources, which he had at his disposal. Milan Stojadinovic applied the experience of the German state leadership in political marketing, and had their broad support. The novelty for the domestic circumstances was the media presentation of a political program. Posters were used in a contemporary manner, as well as leaflets and the press, while the use of radio and film increased an overall impact of the propaganda messages and, in a way, expanded the circle of their users. The most exclusive part of the campaign was the exhibition "Three Years of Rule of Dr. Milan Stojadinovic", which was opened eight days before the call for elections. The purpose was to present, through photographs, models, and graphs, and statistical data, the progress of the nation state achieved over the three-year period. Parliamentary elections of the year 1938 brought about the victory of Milan Stojadinovic, but not the expected rule and yet another presidential mandate. One month after the elections Milan Stojadinovic was forced to submit the resignation of his government, while the complex political situation in the Balkans led him to internment, and the eruption of World War Two led to his exile to Mauritius.