



THE KEYNOTER



W. J. BRYAN & FREE SILVER

President's Message

Political collecting is a unique hobby for many reasons. Perhaps the most singular reason is that there seem to be more people collecting campaign items who don't realize there is any organized hobby than are in the hobby. For example, a recent feature on APIC in the *Cleveland Plain Dealer* brought over 200 responses and many new members. Many of the letters indicated that the writers had felt they were alone in their interest.

As organized collectors, this is not a healthy situation. We are still in a hobby that seeks to acquire items that are being thrown away daily. Rare items that we would treasure in the hobby are disappearing because the vast majority of Americans have never heard of APIC or even political item collecting as an organized hobby. Can we really afford to let this situation persist?

It's time to speak up for the hobby! New collectors are the lifeblood of any organization. Ten years ago some of our members were afraid that an increase in membership would mean a corresponding decrease in available material at meetings. Instead, there has been a marked increase in the amount of material appearing at APIC events, more tables sold, and generally, greater excitement in the hobby itself.

This is a campaign year — an ideal time for obtaining publicity through TV and radio interviews and feature articles in newspapers. The Cleveland article was successful because it concluded with Joe Hayes' address; people were motivated to write immediately. Contact your local media and suggest a possible feature on your collection as a tie-in with the general public interest in the current political scene.



Robert A. Fratkin

Editor's Message

One of the most persistent frustrations of being editor is that there is never enough space for printing all of the desired information and pictures we have obtained. This was true when the *Keynoter* was 24 pages each issue — and it's still true in our expanded 28 page format. As a consequence, the multigate poster feature was delayed until the next issue, and a feature on Bryan three-dimensional items will be printed soon, as a follow-up to this issue.

Wanted: Your Old Auction Catalogs

As *Keynoter* editor, I am trying to put together the best possible reference library on political Americana. I urgently need clean copies of most of the political auction catalogs issued from the early days of the hobby right up to the present. If you have catalogs that you don't really need, you can do much to help me make the *Keynoter* a better publication by sending them to me.



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APIC seeks to encourage and support the study and preservation of original materials issuing from and relating to political campaigns of the United States of America and to bring its members fuller appreciation and deeper understanding of the candidates and issues that form our political heritage.

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THE APIC KEYNOTER

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Cover: Detail from Bryan bandanna

**TRUE TO
TRUMAN**
TRUMAN DEMOCRATIC
CLUB of WASH
INC

In The Next Issue

The Summer *Keynoter* will feature Harry S Truman's uphill battle to retain the presidency in 1948, and will include many previously unpictured items. Political postcards, multigate posters and Part Two of Project 1980 will also be featured.



Actual Size

by Roger Fischer

As the rich voice -- like "righteous thunder," one man recalled long afterward -- rolled through the convention hall on that steamy Chicago afternoon in July of 1896, the delegates and onlookers strained for a glimpse of the young Nebraskan who was denouncing the gold standard in words more eloquent than they had thought possible. Honed and polished by countless performances in the Grange halls of rural America, the speech was superb political theatre, especially its memorable finale, "You shall not press down upon the brow of labor this crown of thorns; you shall not crucify mankind upon a cross of gold!" The convention went wild, with many delegates standing on their chairs flinging hats and coats in the air. The Democrats had come to Chicago with a cause and now had found its champion. A day later William Jennings Bryan received the Democratic presidential nomination on a platform demanding the free and unlimited coinage of silver at a ratio to gold of sixteen-to-one.

The "free silver" crusade owed its genesis as a serious political issue to the depression of 1893. In 1837 the United States had adopted a bimetallic monetary system with silver pegged at its current market value of 1/16th that of gold. When silver subsequently rose in value so sharply that none was being brought to the mint, it was inadvertently demonetized by the Coinage Act of 1873. Development of rich new deposits in the West, however, brought lower silver prices and demands from producers and inflationists that the "Crime of '73" be set right. Limited silver purchases were mandated by legislation in 1878 and 1890, but not in sufficient quantities to please the silverites, who wanted "free and unlimited" coinage of the metal at the old ratio of sixteen-to-one.

This idea was especially popular in western and southern farm country, where horribly low commodity prices were creating heavy indebtedness which farmers hoped to repay with cheaper dollars, not more expensive ones. At the sixteen-to-one ratio, unlimited silver coinage would have led to such a situation, for by the early 1890's its market value was barely 1/30th that of

The Free Silver Crusades of William Jennings Bryan



Ribbons Shown 40% Actual Size



gold. Many Americans who opposed "free silver" did favor bimetalism in some form. Even Congressman William McKinley, who later twice defeated Bryan as champion of the gold standard, favored bimetalism at current market value if approved through international agreement.

Grover Cleveland, however, did not agree. When the 1893 panic struck shortly after his return to the White House, he blamed the depression upon the Sherman Silver Purchase Act of 1890 and won its repeal, an action which enraged silverites and tore apart his Democratic party. Western and southern Democrats openly declared war on Cleveland, with South Carolina's Senator Tillman earning the nickname "Pitchfork Ben" for his very explicit threats against the President's posterior! When the depression worsened and the 1894 Republican landslide resulted ("the worst slaughter of the innocents since Herod," Champ Clark lamented), the silverites took control of the party and a horde of presidential hopefuls began proclaiming their undying devotion to "free silver."

When he was chosen to lead the crusade, William Jennings Bryan was at thirty-six barely old enough to qualify constitutionally for the presidency. Born in 1860 in Salem, Illinois, Bryan attended Illinois College in nearby Jacksonville, became an attorney, and in 1887 moved west to Lincoln, Nebraska to open a law office. Soon active in Nebraska Democratic politics, Bryan was elected to Congress at thirty in 1890 and re-elected in 1892. He came to Congress to fight for tariff reduction, but soon became an avid silverite as well. When Cleveland moved to demonetize the metal in 1893, Bryan broke with the Administration so openly that it withdrew all patronage, helped block his appointment to the Senate, and finally forced him to abandon plans for a re-election bid in 1894. Now free to devote all of his time to the silver crusade, Bryan became increasingly active in the major bimetallic organizations and was soon in great demand as a speaker on the subject. His travels about the silver circuit provided the national visibility he needed to be taken seriously as a presidential hopeful and gave him countless opportunities to hone and polish his remarks into the legendary "Cross of Gold" address that iced his nomination.

In the campaign that followed, Bryan adhered to the old political adage to "dance with the one who brung you," making his 1896 presidential bid almost exclusively a referendum on "free silver." The issue dominated party propaganda, Bryan's six hundred campaign speeches, and most of those given by Democrats and Populists who took to the stump on his behalf. As collectors who specialize in 1896 items know well, the silver issue is symbolized in one manner or another on virtually every 1896 Bryan artifact except for those limited to primary name or portrait identification. Buttons and ribbons were produced bearing such slogans as "FREE SILVER," "16 to 1," "SILVER IS GOOD



All Items Shown Actual Size



ENOUGH FOR ME," "GIVE FREE SILVER A CHANCE," "SILVER SHOULD RULE THE WORLD," and even "I'll CARRY SILVER IF IT BREAKS MY BACK." Buttons symbolized the crusade with clocks set at 12:44 ("sixteen to one") and daisies with sixteen silver petals and a gold center. Others made it a test of patriotism with such slogans as "AMERICAN MONEY FOR AMERICANS," "EUROPE WANTS GOLD, WE WANT SILVER," and "NO ENGLISH DICTATION 1776-1896 — WE DEMAND THE MONEY OF THE CONSTITUTION." Silver bugs hatched out in profusion in button designs and in their own right as lapel pins. Silver was promoted on mugs, mustard jars, handkerchiefs, parade banners, and bandannas. All in all, Bryan's 1896 campaign (and the "sound money" response of Republican William McKinley) inspired the greatest outpouring of issue-oriented objects in the history of American presidential elections.

What makes for great collecting, however, did not make for winning politics. Bryan's failure to diversify the silver crusade into a broader economic appeal for general prosperity and industrial expansion, as McKinley did so successfully with gold ("OPEN MILLS, NOT MINTS"), virtually abandoned city-dwellers and the labor vote to the Republicans. Immigrants who brought with them the European peasantry's respect for gold and fears of mixing church and state were alienated both by silver and by the "cross of gold" evangelism of the Bryan crusade. The general tone of brittle militancy which permeated the Bryan campaign ("NO COMPROMISE," gold bugs impaled by pitchforks and silver arrows) undoubtedly lost votes in an electorate which traditionally prefers being soothed to being scared out of its socks. On election day the Nebraskan ran well in the South, the wheat belt, and the silver-rich Rocky Mountain states, winning 176 electoral



All Items Shown Actual Size

Arthur Sewall

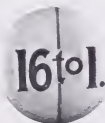
When word went out in July, 1896, that the Democrats had just made Arthur Sewall of Maine their vice-presidential nominee, most Americans probably asked, "Arthur who?" Unless the question was put to someone more acquainted with the maritime industry than national politics, the likely answer was either "I donno" or "beats me." Arthur Sewall, to put it charitably, was not exactly a statesman of national stature when selected on the fifth ballot in Chicago to share the 1896 Democratic ticket with William Jennings Bryan.

Sewall's primary claim to fame was as the ship-builder who built, owned, and operated more sailing vessels during the latter half of the 19th century than anyone else in the United States. From 1854 until his death in 1900, he operated the huge family shipyard on the Kennebec River, "moonlighting" on different occasions as president of a local bank and two



Ribbon Detail

railroads. Although the only elective offices he ever held were those of city councilman and alderman in his hometown of Bath, he became a prominent figure in the Maine Democratic party, attending three national conventions as a delegate and serving on the Democratic National Committee. An ardent imperialist and proponent of the tariff, he made an unlikely running mate for Bryan, but he did agree with the Nebraskan on the silver issue, at least. It was thought that Sewall's nomination would help placate eastern conservative Democrats, but there is no evidence to suggest that it did so. His selection infuriated the Populists, who were willing to surrender their party's autonomy by supporting Bryan but could not swallow the millionaire industrialist from Maine. They solved the dilemma by nominating Bryan for president and one of their own, Thomas E. Watson of Georgia, for vice-president. During the 1896 campaign Sewall took an active part, mainly in the Northeast. He then returned to his business enterprises in Bath, where he died in 1900.



All Items Shown Actual Size

votes and more than 6,500,000 popular votes (some 750,000 more than the victorious Cleveland had garnered in 1892). It was not enough, however, for McKinley won 7,111,607 popular votes and the 271 electoral votes of every northern state from Maine to North Dakota plus several border South and western states.

If logic ruled politics, 1896 should have been the silver crusade's "16 to 1" hurrah." Shortly after McKinley's inauguration the American economy began to revive. During 1897 stocks rose, production of iron and steel reached record highs, total exports passed the billion-dollar mark for the first time, and the Treasury's gold reserve grew to a comfortable \$160,000,000. American farmers shared fully in the boom, with bumper crops of cotton, corn and wheat bringing healthy prices caused by a poor harvest in Europe. Recovery continued through 1898 and 1899 and into 1900. If that weren't enough to sound the death knell for "free silver," discovery of enormous gold deposits in the Klondike region of Alaska in 1898 guaranteed that supplies of the precious metal would expand even faster than necessary to foster monetary growth. As election year 1900 approached, depression and deflation, the twin bugaboos of the silverites in 1896, were beating a hasty retreat without any help from their "16 to 1" cure-all.

To the dismay of most Democratic strategists, however, Bryan refused to bury the silver corpse.



Above Items 90% Actual Size



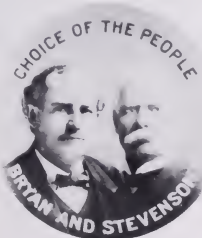
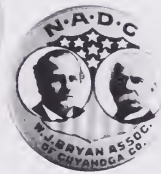
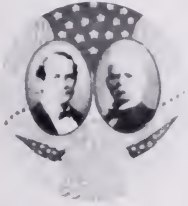
Above Items Actual Size



Poster Shown 25% Size



Pocket Handkerchief



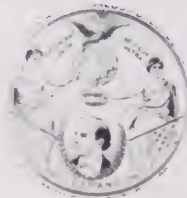
All Items Shown Actual Size

Despite the defeat of eight silver senators in the 1898 election, Bryan told reporters a month afterward, "It is a mistake to suppose the financial issue is a dead issue." When the Democratic national committee, Bryan men one and all, voted unanimously in 1899 to make silver the main issue again in 1900, and party leaders begged Bryan not to do so, he declared, "If the Democratic party wants somebody to lead a retreat, they must find someone accustomed to walking backwards." When the Nebraskan was nominated again in Kansas City, he withheld his acceptance until the platform committee included a silver plank by a single vote, then consented to lead the Democrats in a hopeless contest against the hugely popular McKinley.

The 1900 McKinley-Bryan rematch was not a carbon copy of 1896. The Ohioan's campaign echoed the old "sound money" theme, but placed more emphasis upon such new issues as American expansionism and "full dinner pail" prosperity. Bryan focused upon anti-imperialism from the outset and in the closing two months aroused enthusiasm by attacking Republican tolerance of the trusts. Throughout the campaign, however, the Nebraskan kept trying to fan the old fires against the "cross of gold." His unwillingness to let the issue die is reflected in the many 1900 campaign items which pay homage to silver in various ways. Large numbers of 1900 Bryan buttons feature silver backgrounds. Bryan-Stevenson jugates bear such slogans as "FREE SILVER" and "16-1." More indicative of Bryan's new ideological pluralism, however, are a shield-shaped bracelet charm which reads "16 to 1/Anti-Trust/Bryan 1900" and an attractive button featuring a clover festooned with the slogans "BIMETALLISM, NOT MONOMETALLISM," "REPUBLIC, NOT EMPIRE," and "PEOPLE, NOT TRUSTS." As 1896 had been, 1900 proved to be a banner year for collectors specializing in issue-oriented items.

Once again, however, "free silver" and its leading spokesman went down to defeat together. Bryan lost six western states he had carried in 1896, including even Nebraska, while adding only Kentucky to his column. Beyond the South he won only four Rocky Mountain silver states. McKinley won nation-wide by 860,000

All Items Actual Size



Adlai Ewing Stevenson

Although he is best remembered as the paternal grandfather of the two-time Democratic presidential candidate of modern times, the original Adlai Stevenson of Illinois merits a modest niche in history in his own right, as one of three American vice-presidents (John C. Calhoun and John K. Fairbanks were the others) to serve under one president and later seek another term under a different nominee. Stevenson served as vice-president from 1893 to 1897 under Grover Cleveland, then ran as William Jennings Bryan's running mate in 1900. Accounts of his life invariably emphasize his pleasant personality. This must surely have been the case, as it is very difficult to imagine a man so likeable that he would appeal to such utter opposites (and bitter enemies) as Cleveland and Bryan.

Born in Kentucky in 1835, Stevenson moved with his family to central Illinois in 1852, where he attended college and then read law. He opened a law office in Metamora and became active in politics as a Democrat. Swept into Congress in the Democratic landslide of 1874, he was defeated in 1876, but regained his seat with Greenback party support in 1878. Noted for his soft-money leanings, he was nominated for the vice-presidency in 1892 to balance the Democratic ticket and mollify Illinois Governor John P. Altgeld, most powerful of the western Democratic insurgents. As Vice-President, he presided over a Republican Senate and opposed Cleveland's anti-silver monetary policies with such amiability that he left office with many friends and few enemies. William McKinley then appointed him to a monetary commission which tried unsuccessfully to negotiate an international agreement on bi-metallicism. His popularity and monetary beliefs made him a natural choice for the vice-presidential nomination in 1900. He then retired to Illinois, but was drafted at the age of 73 to run against Republican Charles Deneen for the governorship of Illinois in 1908, losing by 22,000 votes. He died in Chicago in 1914. ★

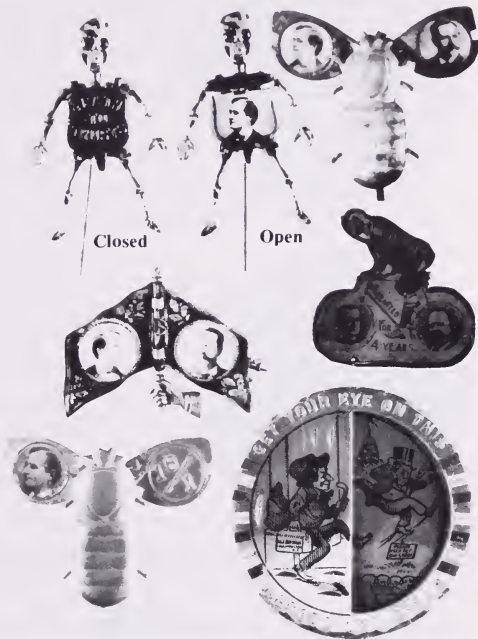
popular votes and by a comfortable 292-155 margin in electoral votes.

“Free silver” finally died as a political issue with Bryan’s second defeat. Long regarded as something of a crackpot theory by scholars, it has received some posthumous vindication in recent years, as Nobel laureate Milton Friedman and other monetary theorists have argued that economic growth is tied directly to monetary supplies. Whatever its merits or shortcomings, however, skyrocketing gold and silver bullion values in recent months have almost certainly laid “the battle of the standards” to rest, unless Americans are ready for a \$25 silver coin or a \$400 gold one!

Bryan did not pass from the scene with his pet cause, although his public career after 1900 was somewhat anticlimactic. The Nebraskan did secure another presidential nomination in 1908, but the honor came mainly because no other Democrat with national stature wanted to face almost certain defeat. By 1908 Bryan’s perpetual candidacy had become something of a joke, as buttons reading “VOTE FOR TAFT THIS TIME, YOU CAN VOTE FOR BRYAN ANYTIME” attest. He served briefly as Woodrow Wilson’s Secretary of State from 1913 to 1914, then retired to promote real estate in Florida. The fundamentalist crusade against the teaching of evolution brought Bryan and his still awesome oratorical skills back to the sawdust circuit and national prominence one last time in the 1920’s. He helped prosecute John T. Scopes in the notorious Tennessee “monkey trial” in 1925, dying shortly afterward at sixty-five.★

Bryan Mechanicals

Shown Actual Size



Thomas E. Watson

Few candidates for the vice-presidency have led lives more interesting or pathetic than that of Tom Watson of Georgia, whom the Populists nominated as William Jennings Bryan’s running mate in 1896. Unlike the trio of Democrats who ran with Bryan, Watson was neither obscure nor amiable. A fiery crusader for causes admirable and disgusting, Watson became a leading figure in the political upheavals that helped create the “New South.”

Born into a planter family near Thomson, Georgia, in 1856, Watson spent his boyhood experiencing his family’s decline to sharecropper status during the desperate years following the Civil War. He studied law, opened an office, and eventually did well enough to buy back the family farm. In 1890 he won a seat in Congress with the backing of the Farmers’ Alliance, then became a Populist when the Georgia Democratic establishment turned its back on the Alliance. He led the Populist

effort to forge an alliance between poor white and poor black southern sharecroppers and tenant farmers, but turned into a fanatical racist when South Carolina Negroes were imported to vote against his re-election bid in 1892. In 1896 he was nominated to run with Bryan by the Populists, who were outraged by the Democratic candidate Arthur Sewall, a millionaire industrialist who championed imperialism and protective tariff. In 1904 and 1908 Watson was the Populist candidate for the presidency, but by then Populism had died as a viable force in American politics. He won only 117,000 votes in 1904 and 29,000 in 1908.

In his later years Watson emerged as a strident (mentally unbalanced, scholars believe) apostle of extraordinary bigotry. In speeches and the pages of his *Weekly Jeffersonian*, he urged lynching, “exposed” Booker T. Washington as a window-peeper, and Woodrow Wilson as a Vatican fifth-columnist, and created such an anti-Semitic furor over the murder of an Atlanta teen-aged girl that he is widely believed to have been the cause of the 1915 lynching of Leo Frank. Watson became the darling of the Ku Klux Klan, parlaying its support into a seat in the Senate shortly before his death in 1920.★

Bryan Dollars

by H. Joseph Levine

The opponents of bimetallism took great glee in producing a wide variety of oversized white metal and lead coin-like objects of 3" and 4" diameter to suggest the impracticality of full-value silver coinage. In order to prove that full-value silver coinage was practical, a number of well-known silversmiths (Tiffany, Gorham, and Spaulding) produced silver coins containing one dollar in silver ore. At the time, the U.S. silver dollar coin contained 51¢ worth of silver. Illustrated is a Spaulding silver dollar containing 823 grains of coin silver on the obverse, and a cartwheel on the reverse, showing the size of the \$1 coin then in use, which contained only 412½ grains (shown actual size). Also pictured is an anti-Bryan "dollar" (shown ½ size) with the slogans "In God we trust for the other 47¢," and "In God we trust, in Bryan we burst."★



Obverse



Obverse



Reverse



Reverse

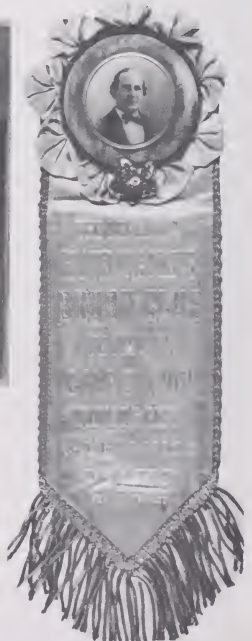


Paper Weight



(4")

All Items
Shown 40%
Actual Size



Parade Badge — Face and Reverse

William Jennings Bryan and The Golden Age of Coattails

by Robert Rouse



1



2



3*



4



5*



6



7



8*



9



10*

The Bryan campaigns of 1896 and 1900 inspired a large number of coattail and other related items involving the popular democratic candidate. Although many items have been identified for this article, there are probably as many more buttons and ribbons not included. This is an ongoing project, and as these items are determined, *The Keynoter* will publish the details.

The Illinois campaigns produced a Bryan-Altgeld jugate (1), a Bryan-Altgeld-? trigate (2), a Bryan-Alschuler jugate (not pictured), and the Bryan-Alschuler-Stevenson trigate (3) shown. Governor John P. Altgeld was an ardent silverite whose popularity among Democrats was such that he might have been nominated for president at the 1896 convention were it not for his foreign birth which made him ineligible. He ran for a second term as governor in 1896, but lost to Republican John Tanner. Samuel Alschuler ran for Governor in 1900; he lost to Richard Yates who is pictured on several McKinley items.

In Kentucky the Democratic ticket was actively promoted in conjunction with a special gubernatorial election which saw Democrat John C. Beckham defeat John Yerkes by .8 percent. The Beckham campaign issued a jugate (5) and several different trigates (4,6).

The Bryan-Tarvin button (7) was produced for the Bi-Metallic Party convention in 1899. Judge James Pryor Tarvin of Covington, KY was a well-known local politician who travelled with Bryan on several occasions.

Wisconsin produced the BRYAN AND BOMRICH CLUB/FALL CREEK, WIS. item (8). Former Republican congressman Robert M. LaFollette defeated Louis G. Bomrich for Governor of Wisconsin by more than 100,000 votes in 1900. LaFollette was re-elected Governor in 1902 and 1904 before moving on to the Senate, where he served until his death in 1925.

In North Carolina Republican Daniel L. Russell defeated Cyrus B. Watson for Governor (9) in 1896.

M. J. Daly, Minnesota 7th District Democratic and People's candidate for Congress in 1900 appears on a

*These items are not actual size — all other items shown actual size.

trigate with Bryan and Lind (10). He lost to Republican incumbent Frank Eddy.

The Bryan-Towne Silver Party item (11) shows former Silver Republican Congressman Charles A. Towne of Duluth, Minnesota, who was nominated for V.P. by a faction of the Populists meeting in Sioux Falls, SD in May, 1900. Towne withdrew when the other faction, meeting in Cincinnati, nominated Barker and Donnelly. The Democrats refused to go outside their ranks for a candidate even though Towne had unsuccessfully sought election to Congress as a Democrat in

1892 to 1897. After the 1896 conventions, Hill, a strong partisan, remarked, "I am still a Democrat—very still."

In 1900, his attitude was much different. In seconding Bryan's nomination, he gracefully acknowledged Bryan's "impression on the minds and hearts and conscience of the American people." He continued, "from the closing of the polls four years ago until this very hour there never was a possibility of any other nomination being made." The following day, Hill was nominated for vice president along with Stevenson, Charles A. Towne and others. Although he withdrew



11



12*



13



14



15



16



17



18

1896 and 1898, and to the Senate in 1900. Towne moved to New York City and won another term in the House. He died Oct. 22, 1928 while on a campaign trip for Smith and Robinson.

New York produced a colorful Bryan/Sewell/Porter/Schraub ribbon (12) and several William Sulzer items, including several jugates (13) and a name pin (15.) Wilbur E. Porter lost to Republican Frank Black in the 1896 governor's race. William Sulzer represented his New York City CD from 1895 until he was elected Governor in 1912; he was impeached and removed from the governorship in October, 1913. In 1900, Sulzer actively sought the vice presidential spot, and this button probably relates to that effort.

The Bryan-Hill jugate (14) pictures Senator David B. Hill of New York, a staunch Gold Democrat, who opposed Bryan at the 1896 convention, then seconded his nomination four years later. Hill was elected mayor of Elmira, and then lieutenant governor of New York; he assumed the governor's office when Cleveland was inaugurated president and he was elected in his own right in 1885 and 1888. He served in the Senate from

his name immediately, he received 207 of the 936 votes in the convention before shifting began. At the end of the roll call Stevenson was nominated over Towne, 559 to 89.

In Indiana, John W. Kern (16) lost the 1900 election for Governor to Winfield Durbin by 25,000 votes. He lost again in 1904 before being nominated as Bryan's V.P. candidate in 1908.

The Bryan-Stevenson-O'Donnell Club (17) is from Colorado. Thomas Jefferson O'Donnell was a New Jersey lawyer who made his reputation in the West. An unsuccessful candidate for many public offices, O'Donnell was the leader of the state party and an ardent Bryan supporter.

John E. Osborne (18) was elected the second governor of Wyoming in 1892. In 1896 he defeated Republican incumbent Franklin Mondell 10,310 to 10,044 for the state's at-large congressional seat. Osborne quickly tired of Washington, and Mondell was reelected in 1898 and in the eleven succeeding elections.

In Iowa's first CD Republican Thomas Hedge defeated D. J. O'Connell (19) in 1898 and 1900.



19



20

Kansas produced at least four items in 1900, a Bryan-Breidenthal ribbon, two jugates and a trigate. The most unusual is the jugate (20) which shows busts of both candidates emerging from the funnel of a tornado. John W. Breidenthal lost the governor's race to incumbent W. E. Stanley by five percent of the vote.

Minnesota produced a variety of jugates and



21



22

trigates for both Bryan and McKinley. Towne's losing campaigns for Congress as a Democrat in 1896 and 1898 were mentioned above. John Lind, backed by the People's Party and the Democrats, lost gubernatorial races in 1896, 1898, and 1900 (21,22). Republican David Clough won by one percent in 1896 and Samuel Van Sant won by less than one percent in 1900.



23

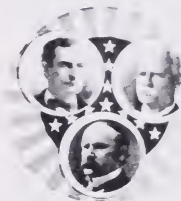
This anti-Bryan 1900 trigate (23) pictures Bryan with Emilio Aguinaldo, a Phillipine nationalist, and Richard Croker, Boss of Tammany Hall, above the caption "Three of a Kind." Aguinaldo was Commander of Filipino Forces in Rebellion against Spain from 1896 to 1898, and when the U.S. replaced Spain as landlord following the Spanish-American War, he led an insurrection against American authority from 1899 until March, 1901 when he was captured. Irish-born Richard Croker (I suspect his name is deliberately misspelled on the button to accentuate the contempt of those who designed and distributed it) was a prize fighter, machinist, alderman, and coroner in New York City, where he was associated with Tammany Hall from 1862 until he "retired" to training horses in England in 1901. He and others tried to oust Boss Tweed in 1868 and he reigned supreme from 1886 to 1894, and again from 1897 to 1901, when public pressure led to his "retirement." Though Bryan disliked New York especially, and the East in general, he would not renounce Tammany nor the votes it could provide.



24



25



26



27



28

We seek your assistance in determining a positive identification for the faces shown on these five items (24-28). If you have any information on the identity of the mystery coattails pictured above, or others not shown, please send the information to me for inclusion in a future issue. ★

Wait For The Wagon

The True Story of the Jackson Frogs

by Herb Collins



Cast Iron Jackson Frog

For years collectors of political Americana have sought iron frogs with the legend, "I'll Croak for the Jackson Wagon" or "I'll Croak for the Webster Wagon." Even the Museum at The Hermitage proudly displays one of these iron frogs in its collection.

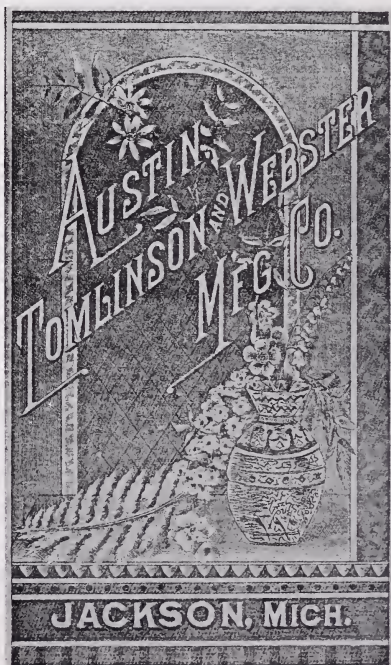
Actually, Jackson had been dead for some forty years before the Jackson frog appeared on the scene.

The iron frog has its origin in Jackson, Michigan, where in 1842, Joseph E. Barbee employed 20 to 25 convicts and began to manufacture farm wagons. In 1852, the company contract was transferred to Ed. Davis, B. M. Austin and W. A. Tomlinson under the title of Davis, Austin & Co. In 1859, Edward A. Webster succeeded Mr. Davis and the firm continued under the name of Austin, Tomlinson and Webster. When Mr. Webster took charge of the company, 80 men were employed producing 800 wagons a year. The wagons were known as the "Jackson Wagon" named after the location, and the "Webster Wagon," also known as the "Webster Village Road Carts," named for the President and General Manager. An advertisement booklet produced in the 1880's entitled, "The Wagon That Webster Built," illustrates the Jackson Wagon. In

1880, the company employed 120 convicts and 80 freemen and built over 7000 wagons a year. They were sold throughout the United States, in South America, Australia and other foreign countries. The Jackson Wagon was at one time used by P. T. Barnum to carry Jumbo, the world's largest elephant, through the streets of London. In Indiana, the wagon was used to carry a load of eleven tons before an audience of 10,000 people.

Mr. Webster, in 1881, issued invitations to the agents throughout the United States and its territories who sold Jackson wagons to come to Jackson for a three-day celebration January 18, 19, and 20 as guests of the company. Several hundred took advantage of the grand reception.

Out of this event came the four-pound iron frogs made up as an advertising gimmick. They were still being produced as late as 1888. Several songs also ap-



Advertising Pamphlet



The Jackson Wagon on the Road

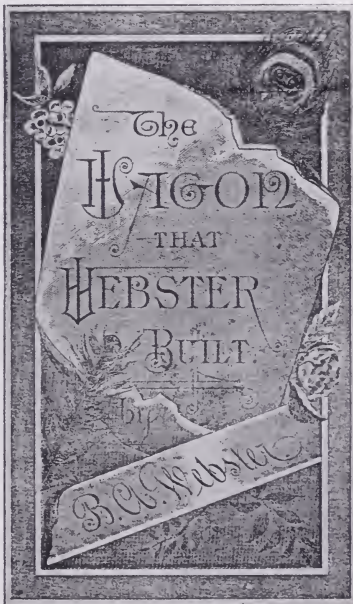
peared and were sung by the "Sunshine Orchestra," made up of the three sons of Mr. Webster. One song was entitled "The Jolly Three" and another was entitled "Wait for the Wagon" which contained a portrait of Webster above an illustration of a "Jackson Wagon."

In 1884, Webster died and his three sons replaced him in the business. That same year politicians who apparently had seen the Jackson and Webster frogs, produced a similar frog with the Legend: "I'll Croak

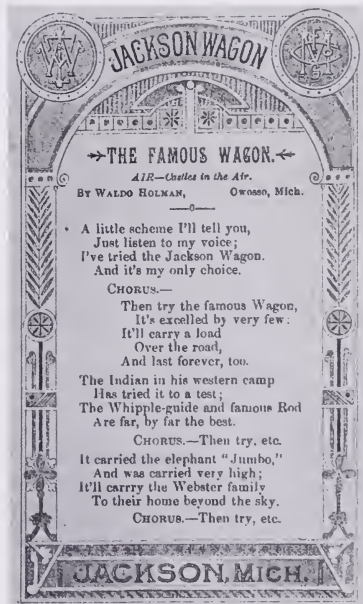
for Blaine and Logan."

The United States used hundreds of the "Jackson Wagons" in the Civil War and the British also purchased hundreds more for its conflict in the Sudan.

With the appearance of the automobile and the severe recession of 1907, the wagon company was so weakened financially that it merged with a smaller company and moved from Jackson, Michigan to the little town of St. Johns, where it was later dissolved. ★



Advertising Pamphlet



Song Sheet

Books in the Hobby

by Roger Fischer

Threads of History

Herbert R. Collins, *Threads of History: Americana Recorded on Cloth, 1775 to the Present* (Smithsonian Institution Press, Washington DC 20560, 1979), 566 pages, \$60.

In 1967 Smithsonian curator Herb Collins began soliciting information on political and patriotic textile items from historical societies, museums, and several thousand individual collectors. After twelve years of meticulous labor, the result is *Threads of History*, the most impressive reference volume on any single phase of political material culture to appear since publication of J. Doyle DeWitt's *A Century of Campaign Buttons* in 1959. Literally everything about this massive volume commands respect, from its nearly 1600 illustrations

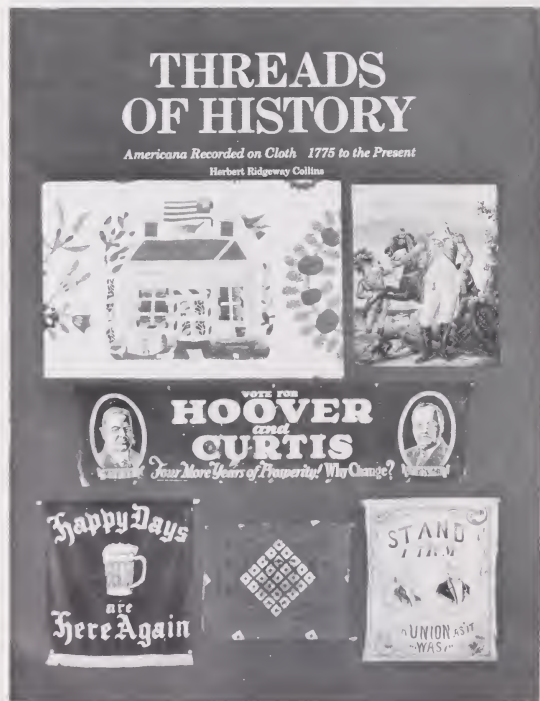
and excellent commentary to its sheer bulk (five pounds).

Illustrated with 1568 crisp black and white photographs and 25 superb color plates are the political and patriotic banners, quilts, comforters, yard goods, pillow tops, tablecloths, handkerchiefs, bandannas, cloth broadsides, arm bands, and pennants from 56 private and 39 public collections, plus that of the Smithsonian itself. Inevitably, many of these items tend to be rather repetitive, especially the early flag banners and modern felt pennants each numbering in excess of one hundred in the volume. Yet the salient feature of the textile items pictured is their infinite variety, a capacity for flexibility in graphics and detail not equaled by any other genre of American political items. My personal favorites are the handmade parade banners of the pre-Civil War era, varying from magnificent multicolor oil paintings on cloth of Harrison's log cabin and young Abe Lincoln galloping to victory to such crude hand-lettered pledges as "ALL TRUE FOR OLD TIP" and "BREKENRIDGE & SLAVERY NEVER."

Each illustration is accompanied by a commentary which dates and describes the pictured item, identifies its current home, and in many cases provides interesting details on its actual political use. Also very informative is an excellent introduction which briefly explores the history and technology of textiles in the United States, demonstrates the use of political bandannas through contemporary cartoons, and provides general background information on other types of political and patriotic textiles.

Aside from a rather puzzling bibliography consisting primarily of books and articles that have little to do with the subject at hand, my only criticism of *Threads of History* concerns its omissions. Herb's decision to exclude ribbons and ribbon badges is surely understandable, for they would fill a comparable volume on their own, but in eliminating them Herb has excluded the type of textile item of greatest interest to most collectors. More confusing to me is Herb's omission of political wearing apparel such as old marching uniforms and modern neckties, dresses, and t-shirts, a rather significant category of political textiles.

Within its prescribed dimensions, however, *Threads of History* is a monumental achievement, a volume which legitimately merits the overworked accolade "classic." With its publication, Herb Collins has made an enduring contribution to the literature of American political material culture.



Collecting Political Americana

Edmund B. Sullivan, *Collecting Political Americana* (Crown Publishers, One Park Avenue, New York, NY 10016, 1980), 248 pages, \$15.95

At long last political collectors have a thorough volume, well written and superbly illustrated, that explores in depth the origins, political purposes, availability, and care of the various items we pursue with such enthusiasm. In this handsome edition, complete with twenty-four color plates and 362 black and white photographs, Ed Sullivan briefly examines the evolution of presidential campaigning and provides general information useful to the beginning collector, then describes in detail political lapel devices, paper items, medals and tokens, ceramics and glassware, cause items, many varieties of novelty objects, item preservation and security, and political brummagem.

To a great extent *Collecting Political Americana* mirrors its author's personal interests, which run emphatically to nineteenth-century items. The greatest strength of the volume is the information it provides on such early artifacts as flasks, Sandwich glass cup plates, early historical china, toby mugs, prints, cartoons, parade devices, smoking accessories, ribbons, banners, and bandannas, all objects with fascinating histories and collecting possibilities often overlooked by hobbyists mesmerized by the celluloid button. Many collectors will argue, with some merit, that the book's major shortcoming is its failure to give equal attention to many campaign devices of more recent origin. Tabs are mentioned only in the glossary, bumperstickers not at all, and the treatment accorded pinback buttons is much more superficial than their enormous popularity would warrant. Since I share both Ed's enthusiasm for the early items and the ignorance of most modernists regarding them, the nineteenth-century focus of *Collecting Political Americana* pleases me very much.

Few collectors will fail to acquire both useful knowledge and new collecting perspectives from this volume. Ed's chapters on paper collectibles, political novelty objects, and cause items are excellent and those on textiles and political glassware and ceramics are truly superb. The chapters on brummagem and item care and preservation, topics where ignorance often proves to be so very expensive, are informative, as is Ed's brief chapter on political medals and tokens. Throughout the volume Ed has integrated text and illustrations in a skillful manner. An

excellent bibliography contains some 150 books and articles for further reading on the topics covered in this general volume.

No real collector or student of American political items can afford to ignore this book. Because it represents the first systematic attempt to really define our hobby and explore its many dimensions, its very appearance is an important step in the evolution of political collecting. Because its areas of strength are precisely those in which most collectors are least knowledgeable, this book is bound to have a real impact upon appreciation of early items throughout our ranks, especially among those modernists who now consider pinback buttons the only objects worth collecting. The chapter on item preservation alone should make this book a bargain, paying for itself with the first old token spared from the silver dip or the first nice celluloid removed from daily exposure to sunlight. *Collecting Political Americana* deserves a place on the bookshelf of every serious political collector and its author deserves the appreciation of all of us.★

COLLECTING POLITICAL AMERICANA



Edmund B. Sullivan

APIC Project 1980

by Joe Wasserman

Editor's Note: APIC's Project 1980 will be an ongoing historical record of those items used in the 1980 presidential campaign. Each item will be documented with information on its use, manufacturer, originating group and other pertinent facts where available. Most items were used by campaign headquarters, union groups, political caucuses, and other campaign forums. Some vendor items are included, where the source is unquestionably outside the hobby and the items were manufactured for campaign use, as distinct from collector markets. This type of item has always been a part of the campaign process, and is best seen in the multiplicity of Willkie slogan buttons, almost all of which were made outside official campaign channels, and sold through drug stores and five and dime stores. Vendor items are included when it can be determined that the majority of items sold were used in the campaign process.

APIC's Project 1980 will be a regular feature of the *Keynoter* for as long as necessary to complete the project. In order to conserve space, items will usually be pictured at a reduced size, with the actual size shown in the notes. To simplify numbering, all items will be consecutively numbered as 80/#. Due to the expense involved, the project will probably not be published in one book at a later date.

Notes

80/1. One of the earliest Reagan items, this 2- $\frac{1}{4}$ " x 1- $\frac{3}{4}$ " red, white and blue rectangle was made for Northern Virginia Youth for Reagan. It has been used on several college campuses in No. Virginia and sold at conservative political conventions in Washington, D.C. The button was manufactured by Phillips in Newark, N.J.

80/2. This blue, white and black 2- $\frac{3}{8}$ " button was made by an independent manufacturer in Iowa and was sold to the local "official" campaign committees. The manufacturer retained a large portion of the run and sold it at public events throughout the state.

80/3. Issued by the Reagan campaign, this 1- $\frac{1}{2}$ " blue and white celluloid has appeared in several states but was manufactured in California and carries the "Reagan for President" disclaimer on curl.

80/4. This 1- $\frac{1}{2}$ " black and white celluloid was distributed by "Republicans for Victory in '80" at the recent Conservative Political Action Conference (CPAC) in Washington, D.C. to promote Congressman Jack Kemp as the running mate for Governor Reagan. This group is an unauthorized campaign committee (a committee that



80/1



80/2



80/3



80/4



80/5



80/6

REAGAN

80/7

Bob Dole
President

80/8

All Items Approximately 60% Actual Size

cannot consult in any way with the candidate it is supporting) and is similar to the draft Kennedy groups that mushroomed across the U.S. last summer. The button was manufactured by N.G. Slater but no markings appear on curl.

80/5. This 1- $\frac{3}{4}$ " black and white celluloid was made for a NYC Republican group by N.G. Slater. It has been used throughout N. Y. for the past year at YR and conservative functions promoting this "dream" ticket. For some odd reason it appears that N.G. Slater turned off the presses on this one.

80/6 and 80/7. Issued by the national Reagan campaign, these 1- $\frac{3}{4}$ " and 2- $\frac{1}{4}$ " blue, black and white celluloids have been used by Reagan committees throughout the country. The larger one appears to have been made in smaller quantity. Manufacturer unknown.

80/8. This 1- $\frac{3}{8}$ " red, white and blue litho (a slightly larger and scarcer celluloid also exists) was made in large quantity by the Dole campaign for use throughout the country.



All Items Approximately 60% Actual Size

80/9A and 80/9B. Three slightly different versions of this red, white and blue United Rubber Workers oval exist. The first one appeared at the AFL-CIO convention in Washington, D.C. where Lane Kirkland assumed the leadership from his mentor the late George Meany. Shortly after, the Rubber Workers issued a second version (not pictured) with slightly larger lettering on the slogan "For a Better Tomorrow." The final version (illustrated) is in script. All three versions were produced in small quantity and the union's supply has been exhausted.

80/10. Ordered by the chairman of the Kennedy committee in Britain, this 2-¼" red, white, blue and black celluloid is one of the most attractive of all the Kennedy buttons. It is similar to an earlier item made for "Americans in France," headed by a member of APIC currently working in Paris.

80/11. One of the first groups to endorse Sen. Kennedy, ADA originally ordered 5,000 of this 1-½" blue and white celluloid from N.G. Slater. The button has been reordered and Slater has also offered them to non-ADAsers.

80/12. This 1-½" red and white celluloid was made by the Millenium Group for Bob Abrams, Attorney General of N. Y., for use at his press conference on August 8, 1979 (date is on curl) announcing his support for the draft Kennedy movement. 1,000 were made.

80/13. This nondescript 1-½," blue and white litho was distributed by several Kennedy groups in N.J. and Pa.

80/14. This 1-¾" blue and white draft Kennedy litho was made by the IAM and passed out freely to anyone interested in pressing a Kennedy candidacy.

80/15. This 2-¼" gold, blue, white and black celluloid was ordered by the head of a Notre Dame Kennedy group from Millenium. 500 were originally made but the manufacturer left off the union bug and a second run was made with the jobber's name and union bug on curl.

80/16. Thousands of this historic 1-¾" blue and white celluloid were distributed by the Kennedy campaign at his announcement speech in Fanueil Hall in Boston. Manufactured in Pennsylvania by a small independent company in a rush to meet the November 7 deadline, a large number of this cheaply made item are off center and/or have celluloid separations.

80/17. Issued by the national Kennedy headquarters in very large quantity, this 1-¾" blue and white litho has been seen from coast to coast.

80/18. One of the earliest draft Kennedy buttons, this 2-¼" blue and white celluloid was made by a committee funded and staffed by Illinois IAM members.

80/19. This 1-¾" red and white celluloid was made by one of the D.C. draft Kennedy committees and sold on street corners in Georgetown, Capitol Hill and other locations in Washington. Manufacturer unknown.

80/20. Originally made as a 3" red, white and blue celluloid by the head of the Wisconsin IAM when Kennedy was riding high in the polls last summer, the 2-¾" version also appeared during the draft phase of the campaign.

80/21. Made by Dudley Dudley, the head of one of the New Hampshire draft committees and currently a top Kennedy staffer, this 2-¼" blue and white celluloid has no markings on curl and the manufacturer is unknown.



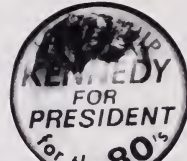
80/24



80/25



80/26



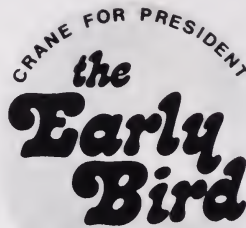
80/27



80/28



80/29



80/30



80/31



80/32



80/33



80/34

All Items Approximately 60% Actual Size

80/22. This 1½" blue and white celluloid received national attention during the summer of '79 as the Florida caucuses became the first battleground between President Carter and the draft Kennedy forces. Originally made in small quantity by A & R Sales, a Miami Beach advertising agency, the button was later produced in several runs of 2000 each by the Millenium Group. Both versions of the button are identical except for the jobber's name on the curl. The A & R Sales variety is much scarcer.

80/23. As the Kennedy draft movement picked up steam, William Winpisinger, president of the International Association of Machinists, kicked off the "National Call for Kennedy" public fundraising campaign in July. The group embraced a wide range of people, but it was dominated by labor officials. This 2-¼" red and white window button was made in small quantity by one of the labor leaders who was instrumental in the formation of the Call committee. The button was manufactured by Phillips.

80/24. This 2½" blue and white button was manufactured by OVI, Las Vegas, Nevada. It appeared at the 1979 ADA Convention and also surfaced unofficially in Senator Jackson's office.

80/25. This 2-¼" blue, white and black picture button was also made by an independent Illinois Kennedy committee last summer, but the Indiana IAM also had a large supply of them.

80/26. This 2-¼" red, white and blue celluloid was made for a Chicago based Illinois draft committee last summer by the Millenium Group.

80/27. This 2-½" black and white flasher was made by Vari-Vue in Mt. Vernon, N.Y. and has appeared in several Kennedy headquarters in Michigan, New York and Washington, D.C. A large number of these are also being sold to the public by vendors throughout the country. The increased cost of manufacturing this type of item has prevented its widespread use as in past campaigns.

80/28 and 80/29. Both of these celluloid buttons were made by Phillips for a vendor in Washington, D.C. for public sale. The 3" picture pin is red, white, blue and black (2,000 made) and the 1-¾" celluloid is red and white (1,000 made). No markings appear on the curls.

80/30. This 4" blue and yellow celluloid was made in large quantity by the Crane committee shortly after "the early bird" announced his candidacy about 18 months ago. Manufacturer unknown. Committee disclaimer appears on curl.

80/31. Issued by the Crane committee for use in the early primary states, this 1-¾" blue and yellow litho carried the committee disclaimer on curl. Two slightly different celluloid versions also exist in large quantity.

80/32. Distributed by the Libertarian Party, this 1-¾" green, white and black litho carried a disclaimer on curl. A 2-¼" celluloid version also exists and was produced by N.G. Slater in San Francisco in much smaller quantity than the litho.

80/33. This red, white, blue and black litho (available in several slightly different sizes) was made in large quantity for the Bush campaign throughout the country.



80/35



80/36



80/37



80/38



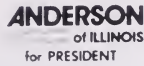
80/39



80/40



80/41



80/42



80/43



80/44



80/45



80/46



80/47



80/48

All Items Approximately 60% Actual Size

80/34. Available in red and white or blue and white, this 1- $\frac{1}{4}$ " celluloid was reportedly made by the Bush Committee in Massachusetts early in the campaign when the headquarters ran out of lithos. Manufacturer unknown.

80/35, 80/36 and 80/37. These 2- $\frac{3}{8}$ " buttons were made by a small, independent manufacturer in Iowa and were sold to "official" campaign committees. The manufacturer retained a large share to sell to the public at events throughout Iowa. All the Carter celluloids are green, white and black. The set includes Lillian and Rosalynn Carter pins of similar design. Number 80/35 received national attention in a November 1979 issue of Newsweek.

80/38. This 1- $\frac{3}{4}$ " green and white celluloid first surfaced at the AFL-CIO convention in Washington, D.C. and was later available for a short time in the Carter-Mondale headquarters. It has since been replaced by a litho with a similar design. 5,000 of the original celluloid were made by N.G. Slater and the Carter committee's disclaimer appears on the curl.

80/39. Issued by the Carter-Mondale campaign for national use, this green and white litho carries the committee disclaimer on curl.

80/40. Distributed by the Carter-Mondale headquarters in Washington, D.C., this nicely designed 1- $\frac{1}{2}$ " green and white litho was intended to be used as a \$25 fundraising item. Several collectors have picked one up for the asking. N.G. Slater appears on curl.

80/41. This red, white and black 1- $\frac{3}{8}$ " litho is the national Anderson button.

80/42. This 2- $\frac{1}{4}$ " red, white and black litho was available for a few weeks in the Washington, D.C. headquarters shortly after Anderson announced. When the headquarters ran out of the national pin, on at least two occasions the larger item surfaced again for a few days. A 1- $\frac{3}{4}$ " celluloid with the same design as the larger button was used at Anderson's announcement but few have been seen since.

80/43. and **80/44.** These brown and white 2- $\frac{3}{8}$ " buttons were made by the same Iowa manufacturer as 80/35.

80/45. Originally made for use at the Communist Party USA Convention where Hall and Davis were selected to lead the party in the 1980 elections, this very attractive red, white and black rectangle is still being used by the CP campaign. No markings appear on curl but the button was ordered from N.G. Slater. I do not believe that Slater makes rectangles and this item was probably jobbed out to Phillips.

80/46 and 80/47. Both of these (1- $\frac{3}{4}$ " and 2- $\frac{1}{2}$ ") blue and white celluloids were used by the shortlived Pressler committee, but 80/47 was produced in smaller quantity. No markings appear on curls.

80/48. This red, white and black litho (available in several sizes) was made in large quantity by the Connally committee and has appeared throughout the country.★

The Locals Report

The Longs of Louisiana

by Preston Malcom

Huey Pierce Long was elected governor of Louisiana in 1928, served until his election to the U. S. Senate in 1930, and was assassinated in 1935 before he could complete his term. In that short span he built monuments to himself (the state capitol and the Louisiana State University football team and band) and to the people of Louisiana (paved roads, free school books, and old-age pensions). Long's slogans of "Share Our Wealth" and "Every Man a King" sent shudders through Franklin Roosevelt's administration and probably caused FDR to move to the left in his 1936 reelection bid. The murder of the "Kingfish" by no means ended the Long influence in Louisiana. His widow Rose served out his Senate term his brother Earl was three times governor of the state, his brother George and cousins Gillis and Speedy have represented Louisiana in the Congress, and his son Russell has held the "family seat" in the Senate since 1948. To the collector of Louisiana locals, the Long family has caused more headaches than any other family in politics. Every time a "LONG" button or other object appears, the questions begin. Who is it? Huey, Rose, Earl, George, Gillis, Speedy, or Russell?

Huey Long was elected governor in 1928 after losing out in the 1923 Democratic primary to Henry L. Fuqua. These two gubernatorial races produced only one known button, the extremely rare "OUR NEXT GOVERNOR HUEY P. LONG" picture pin. Although many collectors of Long items regard the "VOTE THE

LONG TICKET" pin as a 1928 button, the item is impossible to date with any accuracy. The large "Huey P. LONG For U. S. Senator" picture button, extremely rare and probably the most desirable of all of the Long items, was obviously issued in 1930. While a senator, Long had his office send the "EVERY MAN A KING/SHARE OUR WEALTH SOCIETY" button to those who wrote to the "Kingfish." The inside of this button reads "Senator Huey Long, Washington, D. C."

During a Senate recess in September, 1935, Long was home in Louisiana when he was murdered in the capitol rotunda by Carl Weiss, an Opelousas physician and son-in-law of a Long political opponent. After Long's lavish state funeral, his widow Rose McConnell Long was appointed to serve out the remainder of Huey's Senate term. Since Rose never sought public office via election, no known buttons or other items of hers are known to exist.

In 1936 two team buttons bearing the Long name were issued. Although some collectors regard them as Huey's, the Long on the pins is his older brother Earl K. Long, who ran successfully for the lieutenant governorship in 1936. Others on the buttons are Richard W. Leche (elected but forced to resign under indictment in 1939), Governor Oscar K. Allen (winner of a short senate term, and House Speaker Allen Ellender (winner of a full Senate term). It is probable that the "VOTE THE LONG TICKET" button was issued in 1936, as these men were all closely tied to the



1928



1930



1933-35



1936



1956



dead "Kingfish." Earl Long went on to serve as acting governor from 1939 to 1940, run unsuccessfully for a full term in 1940, win the governorship again in 1948 and 1956, and win a Democratic congressional primary shortly before dying in 1960. Other than the 1936 team pins, the only known Earl Long item is an "ELECT EARL K. LONG GOVERNOR" button most likely issued in 1956.

Huey's other brother George served three terms as congressman from Louisiana's eighth district from 1953 to 1959. This seat was won by Huey's distant cousin Gillis in 1962, who lost it in 1964 to cousin Speedy O. Long. Speedy won re-election in 1966, 1968, and 1970, but lost to cousin Gillis in 1972. Gillis has won re-election in 1974, 1976, and 1978. So far as is known, no buttons or other items were issued for any of these congressional races.

Gillis found time from his ongoing war with cousin Speedy to run unsuccessfully for the Louisiana governorship in 1963 and again in 1971. These races produced six known items, five buttons and a tab. All are 1971 items except the black on orange "LONG" litho and white on green "GO GILLIS" litho, both issued in 1963.

Huey's son Russell was elected to the Senate in 1948 and has remained there ever since. Russell's six Senate campaigns have produced only one known item, the extremely rare tab pictured (probably a 1956 item). Another Long button, the 1963 Gillis Long orange and black litho ("LONG"), may have also been used by Russell's supporters, according to Roger Fischer, who remembers seeing a similar item at a Russell Long rally while living in Louisiana.

If Louisiana politics is remarkable for the influence of a man dead nearly forty-five years, it is also remarkable for the headaches this man created for button collectors when his family picked up the banner of the "Long Arm" of Louisiana!

Editor's note: I remember passing out the black on orange "LONG" litho when I did volunteer work for Gillis Long in 1963 in Lafayette. We were told at the time that the buttons had been left over from an Earl Long campaign (probably his 1960 congressional primary). After 1963 I remember this button being distributed at a Russell Long rally, though these were probably leftovers from Gillis' 1963 campaign.



1963



Gillis Governor

Gillis Long Governor



1971

Cox-Roosevelt Jugates by John Vargo

Thanks to an alert response from several members, we are now able to picture another Cox-Roosevelt "hard" jugate item, a second pocket-knife, designated as CRJ-12. If you know of any other "hard" jugate items with photographic pictures, please contact the Keynoter Editor.





NEWS

Treasurer's Report

1979 APIC FINANCIAL STATEMENT
December 31, 1979

INCOME:		
1979 Dues Income	\$23,691.62	
1980 Dues Income	294.50	
1978 Convention Income	1,633.37	
APIC Mailing Supply Service Income	574.66	
Sale of Mailing Labels	195.64	
Interest on Saving Account	192.53	
Donations	250.00	
Miscellaneous Income	111.00	
Total	\$26,943.32	
EXPENSES:		
APIC Mailing Supply Service	152.00	
Handbook Binders (3000)	3,377.29	
Keynoter Editor Expenses	161.81	
Miscellaneous Expenses	858.52	
Office Expenses	338.00	
Postage Expenses	2,750.02	
Printing Expenses	16,939.39	
Secretary's Stipend	2,175.00	
Standard Editor Expenses	1,501.00	
Total	\$28,253.06	*Net Loss \$1,309.74
ASSETS		
American National Bank Checking Account	450.20	
American National Bank Savings Account	90.06	
	\$540.26	
		540.26
		<u>\$1,850.00</u>
LIABILITIES:		
Loans Payable	1,850.00	<u>\$1,850.00</u>

NOTES:

[†]Includes photographic and artwork expenses for quarterly publications, misc. operating expenses, Handbook typing and layout expenses.
[‡]Includes 4 quarterly publications, 1979 Handbook, envelopes, updates, membership applications, stationery, form letters, etc.

*A net loss resulted from the purchase of the Handbook binders. Binders will not have to be purchased again until the present supply is depleted.

Joseph D. Hayes
Secretary-Treasurer

APIC Newsletter Schedule Set

With this issue of the Keynoter, APIC members are receiving the first issue of the new APIC Newsletter. Ms. Trudy Mason will remain as Editor on an interim basis, as well as continuing in her role as Chapter Coordinator. As presently planned, the Newsletter will be printed eight times a year, for mailing with the *Keynoter* and at the mid-point between *Keynoters*.

The Newsletter will include the APIC Calendar, news concerning upcoming meetings, activities of the specialty chapters, pictures and news of meetings recently held, committee reports and other information useful to APIC members. Official notices mandated by the APIC Constitution will continue to appear in the *Keynoter's* APIC News section.

It remains the responsibility of the local and specialty chapters to supply Trudy with news and pictures for use in the Newsletter. The size of the Newsletter will be a direct reflection of the amount of usable material submitted. Specialty chapters particularly should use this medium as a way to obtain new members and publicize their activities.

APIC 1980 Roster In Preparation

Work is proceeding on schedule on the 1980 APIC Roster, and it should be ready for mailing by mid-May, according to Joe Hayes, Secretary-Treasurer. The cut-off for receipt of renewals for inclusion in the main alphabetic listing was April 5, 1980 with "Late Arrivals" being added right up to the printing deadline.

Members are reminded that the Roster binder is permanent; only the roster material will be sent this year.

Consumer News

APIC has received a large number of complaints about Kenneth B. Schwartz of Parkersburg, Illinois. He has also been known to use a letterhead for the Int'l Assn. of Machinists in Olney, Ill. Mr. Schwartz has been accused of passing bad checks, receiving items without paying for them, and cashing checks without sending items on return. On at least one occasion, a man appeared in the store of a member and claimed to be the brother of the "deceased" Kenneth Schwartz, seeking to make restitution for a bad check given the member. He bought several items, and gave the member a new check to cover the bad check — the new check also bounced!

All of the above has been reported to the proper authorities. Be extremely careful if you have any contact with this individual.

Q & A

by David J. Frent

- Q. What is the reason for the white backs on many 1 3/4" fakes?
- A. The story is that white venetian blind slats were used as the metal backings for the fakes. For more information on

reproductions, the APIC has a pamphlet available from APIC Mailing Service, 6319 Tholozan Ave, St. Louis, Mo 63109 at a cost of \$2.00; also, a chapter in Dr. Sullivan's new book, *Collecting Political Americana*, deals with that subject.

- Q. When were the first political license plates made?
- A. Metal plates and license attachments came on the scene in the 1924 election. The Hoover-FDR era saw them reach a peak in both number and variety.

APIC's A S T

BY

U. I. "Chick" Harris

Over the years we have included many stops at other collectors' homes to see their treasures. I can truthfully say that in practically every instance, however small their collections, there would be a few unusual items I would have "given my left arm" to own. This is truly the most interesting aspect of our hobby, one that sets us apart from the coin or stamp collectors. Their chances of finding a rare item in a small collection are virtually nil; but with so many small button manufacturers and so many local slants on issues, the chances of finding political rarities has always been quite good.

One of the most unlikely stops we made was at the home of a midwestern collector (non-APIC and now deceased) who had a great assortment of pins, nice bandannas, and a few pieces of political china and glass. Both he and his wife were

collectors; he also collected military items and she also collected dress buttons and dolls. The house was full of their collections, but their other worldly goods were few and far between. The house was badly in disrepair, the furniture was "shot," and the kitchen was almost primitive -- they lived for their hobbies. They were true collectors in the best sense -- they bought books, studied the items they accumulated, and seemed just as happy as if they lived in a castle. They would have been considered poor by many standards, but they were truly rich in their chosen avocations.

A true collector can derive as much enjoyment from a fifty-cent button that has special meaning to him or tells a special story as one that costs several hundred dollars. Much of the thrill of collecting should be finding items and researching the events that produced them.

Moving?

Please send all change of address information to Joseph D. Hayes, 1054 Sharpsburg Dr., Huntsville, Alabama 35803.

Alice Roosevelt Longworth 1884-1980

Alice Roosevelt Longworth, daughter of President Theodore Roosevelt, died in Washington, D.C. on February 12, 1980. Mrs. Longworth, the inspiration for the popular song Alice Bluegown, was the widow of Nicholas Longworth of Ohio, Republican speaker of the U.S. House of Representatives in the 1920's. A woman of striking beauty and charm, the wedding of "Princess Alice," then 22 to Longworth, then 36, took place in the White House on February 17, 1906.

Widely known for an intense and sometimes bitter wit, she was acquainted with every president from Benjamin Harrison to Gerald Ford. She often mimicked her cousin, Eleanor Roosevelt, describing her as "Poor cousin Eleanor." Mrs. Longworth was often credited with authoring the line about Thomas E. Dewey: "How can you vote for a man who looks like the bridegroom on a wedding cake?" Though she admitted some years later that she had merely spread that thought around because she liked it, she did not deny saying of Wendell Willkie: "He sprang from the grass roots of the country clubs of America."



1904 Postcard



Sepiatone 6" Celluloid Button
Shown Actual Size