



# THE KEYNOTER



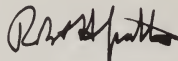
## KENNEDY VS. NIXON THE ELECTION OF 1960

## President's Message

The New Year looks particularly exciting for APIC. We finished 1980 with a record number of members, and Joe Hayes is processing applications at an ever-increasing rate. Even though the 1980 election is over, major articles continue to appear on APIC and our hobby. Each article brings membership inquiries from many collectors who have pursued their interest in campaign items for years without realizing a hobby group existed. We still have much to do.

On Page 26 of this issue of *The Keynoter*, we are announcing a significant event in the history of our organization. With the overwhelming support of the Board of Directors, APIC is cooperating in the auction of a major collection. Every member will receive the catalogue without charge, and the second half of the auction will be held in Carlisle, at the conclusion of the 1981 APIC National Convention.

The Officers and Board of Directors join me in wishing you a happy 1981.



Robert A. Fratin

## Editor's Message

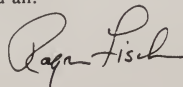
*The Keynoter* has always concentrated upon the material culture of American political candidates and causes, not internal politics within the collecting fraternity. This issue is an excellent case in point.

I was fortunate to secure the services of Bob Rouse on the feature and Bonnie Gardner on the top 1960 JFK items and Kennedy chapter history after Harvey Goldberg, my original choice for both assignments, declined to cooperate. I had hoped to include articles on the top 1960 Richard Nixon items and the APIC Nixon chapter, but chapter founder Chris Crain refused to help and the current chapter leadership was unable to do so in a timely manner. It is difficult to believe that these people have done any service to APIC or their chapters by depriving our readers of their expertise.

In short, *The Keynoter* could do an even better job of presenting the material culture of American politics -- with healthy diversity of opinion -- if a few collectors didn't insist upon using APIC as an arena for their personal unpleasantries.

I am thankful that so many of you have been so generous with your time, knowledge, and collections to help make *The Keynoter* a better publication. I also appreciate the many thoughtful expressions of encouragement that make this a labor of love.

Happy New Year one and all.



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APIC seeks to encourage and support the study and preservation of original materials issuing from and relating to political campaigns in 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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Printed by: Resta Corporation, 11104 South Memorial Parkway, Huntsville, AL 35803, USA

# THE APIC KEYNOTER

Published Quarterlyly

Volume 80, Number 4

Winter 1980

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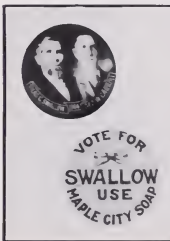
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**Illustrations:** The Editor would like to thank Martin Elfant, David Frent, Bonnie Gardner, Ted Hake, Chris Hearn, Erroll Leslie, Dave Quintin, Adolph Turkowski, and Joe Wasserman for their assistance.

**Covers:** Front - 6" RWB celluloid button. Back - 1946 Black/White cartoon, 1952-1960 RWB/Black paper posters.



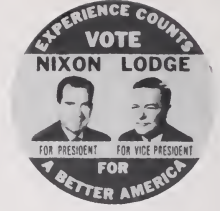
**IN THE NEXT ISSUE**

The Spring *Keynoter* will feature American cause movements. Articles will include Temperance, Belva, Lockwood, and American Labor, showing many previously unpictured items. Regular features will include postcards, multigate posters, and Part 5 of APIC Project 1980.



# THE ELECTION OF 1960

by Robert Rouse



The 1960 election represents a landmark in the history of American political campaigns in several technological and organizational respects. Continuous polling, computer-assisted voter research, and media-conscious advance men did much to transform the art of campaigning. Helicopters and jet planes enabled the two major presidential candidates to appear personally in thousands of communities, with Richard M. Nixon becoming the first candidate to visit all fifty states and John F. Kennedy traveling some 75,000 miles by jet, railroad, and motorcade to go from Hyannisport to the White House. Those who were not able to see the candidates in person could see them on television; 44,000,000 American households had sets in 1960, up from only 10,000,000 in 1950. Both sides produced a variety of commercials and an estimated hundred million viewers saw the candidates debate. On November 8, 1960, 62% of the eligible voters went to the polls to elect Kennedy our thirty-fifth president by a margin of only 0.17%!

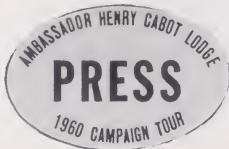
By late 1959 the press had identified seven men, two Republicans and five Democrats, as the leading aspirants for Dwight D. Eisenhower's job. Nixon had the inside track for the Republican nomination, with the advantages of national name recognition and eight years experience in the vice presidency. His only real challenger was New York Governor Nelson Rockefeller, an attractive political newcomer who had defeated incumbent Averill Harriman in 1958 by nearly 600,000 votes. However, for some Republicans Rockefeller was too new; for others, he was too liberal; and for others, he was too rich. Yet Nixon saw him as an ideal running mate, as did other party leaders (as several early Nixon-Rockefeller jugates attest).

On the Democratic side were five possible candidates. Missouri Senator Stuart Symington, the choice of former President Harry Truman, had the advantage of experience in national defense matters. 1952 and 1956 nominee Adlai Stevenson was the emotional favorite of many, but he was reluctant to declare and wound up with little hard support. Senate Majority Leader Lyndon Johnson thought he could command 400 southern delegates, but he had virtually no appeal to the traditional sources of party strength in the ur-

ban, industrial Northeast. Hubert Humphrey, two-term senator from Minnesota, was regarded as too liberal by many Democratic power brokers. Many of the same men regarded John Kennedy as too young and too Catholic.

Since neither Kennedy nor Humphrey could expect to be nominated by a brokered convention, both men decided to demonstrate their grassroots strength in the primaries and win large enough delegate blocs to put them in positions of strength at the national convention in July in Los Angeles. Kennedy ran virtually uncontested in nearby New Hampshire and won 85% of the vote. The first real test was Wisconsin, in Humphrey's backyard. The Kennedy team established a large state command post in Milwaukee, from which they coordinated a well financed and very efficient campaign, hoping to knock Humphrey out of the running in the first round. Humphrey traveled through Wisconsin in a bus decorated with a huge "OVER THE HUMP WITH HUMPHREY" banner, urging Wisconsin Democrats to support their next-door neighbor. Humphrey confessed that he felt like an old-fashioned independent merchant competing with a chain store, but he kept his candidacy alive by capturing 43% of the vote, running ahead of Kennedy in districts with Protestant majorities.

Their struggle then moved to West Virginia for a May 10 primary in which Kennedy had to run well in a 95% Protestant state to prove that a Catholic could win the presidency. The Kennedy campaign apparatus moved to Charleston and dispersed workers throughout the state. In contrast, Humphrey delivered his message of New Deal populism in a traditional way until he abruptly ran out of funds before primary day. Late in the campaign, advisors Pierre Salinger and Larry O'Brien and pollster Lou Harris advised JFK to confront the religious issue head-on. Kennedy agreed and began telling audiences, "I refuse to believe that I was denied the right to be President on the day I was baptized." He succeeded in transforming the issue into the larger issue of tolerance and on May 10 won a surprisingly decisive 60%-40% victory. Humphrey abandoned his presidential quest and returned to Minnesota to win a third Senate term.



All buttons shown 60% actual size.

With Humphrey out of the race, Kennedy turned his attention to courting the power brokers who controlled big blocs of northern delegates, Mayor Richard Daley of Chicago and governors Meyner of New Jersey, Lawrence of Pennsylvania, and Williams of Michigan. As the convention approached, Kennedy was less than sixty votes short of the 761 need for nomination, with such large delegations as California, Illinois, and Pennsylvania still uncommitted. Symington, Johnson, and Stevenson pinned their hopes on a "stop Kennedy" movement which never developed. Wyoming's fifteen votes put Kennedy over the top on the first ballot with 763, and he eventually received 806 (Johnson won 409, Symington 86, Stevenson 79½, and others 140½). Two days later Kennedy stunned many people by asking Johnson to be his running mate; Johnson may have surprised even more by accepting the offer!

Prior to the Republican national convention in Chicago, Nixon wanted Rockefeller as his running mate, but Rockefeller spurned the offer and continued to press both his hopeless candidacy and progressive platform demands on defense and civil rights. This angered Nixon, who wanted to avoid both a battle for the nomination and a public fight over the platform. On the eve of the convention Nixon secretly flew to New York to meet with Rockefeller. He was unable to get "Rocky" to accept second spot on the ticket, but the two men did settle their differences on the platform in what has been called "the Compact of Fifth Avenue." After a three-hour telephone call to platform committee chairman Charles Percy in Chicago, Percy reported the conversation to his committee. Many members fumed over this effort to dictate to the



convention from a thousand miles away. A conservative revolt seemed imminent and many delegates discussed "sitting out" the election.

Nixon called in some "IOU's," however, and Arizona Senator Barry Goldwater called a press conference to call on conservatives to support the GOP ticket. This led to one of the best 1960 Nixon buttons, "GOLDWATER SAYS DON'T DODGE - VOTE NIXON and LODGE." When the balloting began Goldwater received the votes of some unconvincing Alabama conservatives, but Nixon received every other delegate's vote. United Nations ambassador Henry Cabot Lodge was selected as the vice presidential nominee. For months the former Massachusetts senator had been Nixon's back-up selection if Rockefeller declined, for Nixon felt that his best chance for victory would be a campaign which stressed foreign affairs heavily.

The Democratic strategy was simple: Start early, run hard from the outset, and run harder at the end. Kennedy concentrated mainly on the urban, industrial northeastern states and California, while Johnson worked hard to hold his native South. Nixon promised to take his campaign to all fifty states, although seven major electoral vote states were emphasized. Eisenhower, the greatest vote-getter alive at that time, promised to do all that he could for the Nixon-Lodge ticket. Three national television appearances were planned for Ike at the outset.

In August, while Kennedy and Johnson were trapped in Senate sessions, Nixon began the campaign with visits to California and Hawaii and then into the South. Atlanta *Constitution* editor Ralph McGill called his visit to Atlanta "the greatest thing since the premiere of *Gone with the Wind*." But Nixon's southern swing took a toll when the nominee bumped his knee against a car door in Greensboro, North Carolina. The knee became seriously





infected and Nixon was hospitalized for two critical weeks in early September. As Nixon left the hospital, Kennedy flew to Texas to address the Greater Houston Ministerial Association on September 12 and once again confront the religious issue directly. He opened with a succinct statement echoing his West Virginia remarks, then answered a series of questions from the audience and reiterated his belief in the separation of church and state. The TV networks broadcast fragments of this appearance the next day and the Kennedy media experts prepared complete films of the event which were shown during the final seven weeks of the campaign.

The first debate was telecast from Chicago on September 26th. This was a momentous event, since 88% of American families owned television sets. Many authorities have attributed Nixon's loss to his performance in this and subsequent debates. The popular perception that Kennedy won the debates rested heavily on appearances rather than the substance of the dialogue. Kennedy's dark suit contrasted nicely with the grey background, while Nixon's grey suit blended him into the backdrop. Kennedy was well groomed and rested after spending the day with assistants preparing for the debate. Nixon appeared harried after a day on "the stump" and his face appeared beset with "5 o'clock shadow." On stage Kennedy appeared to address the nation, while Nixon ap-

peared to be attacking Kennedy. Polls taken the next morning showed that JFK had benefitted appreciably from his performance. October afforded the public three more opportunities to see the two men debate head-to-head, but Nixon was unable to regain through much stonger performances the ground he had lost during the Chicago debate.

Two more noteworthy events occurred in October, one a "tempest in a teapot" (though of considerable interest to collectors), the other much more important, though it attracted little attention at the time. On October 11, ex-president Truman, whose loathing for Nixon is well known, went to Texas to visit old friend John Nance Garner and attend a \$50-a-plate fund-raiser in San Antonio. He told the crowd that Nixon opposed public housing, public power, and public health and remarked, "If you vote for Nixon, you ought to go to Hell!" At a news conference later in the evening, he stated: "Nixon never told the truth in his life and he doesn't know what he's talking about." The Republican response was immediate. National chairman Thruston Morton demanded an apology for the "slur on thirty-five million Americans" and other Republicans demanded that Kennedy apologize for this unfair campaign practice. In the aftermath appeared large and small varieties of a button reading "I'M VOTING REPUBLICAN, BUT I'M NOT GOING TO HELL."

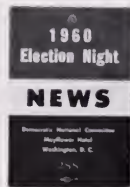
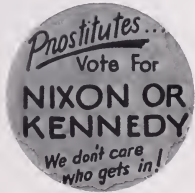


Eight days afterward occurred an event much more important although much less publicized, when Martin Luther King and fifty-two other blacks were arrested in Atlanta for refusing to leave a table in a white restaurant. A few days later his accomplices were all released, but King was sentenced to four months hard labor on a technicality and whisked away to Reidsville State Prison, deep in the heart of Georgia "cracker" country. His wife Coretta, six months pregnant, feared that he would be lynched at Reidsville. Although three southern governors had already warned Kennedy that the support of King would cost him the South, JFK called Coretta King to express his concern and his brother Bob began applying pressure for release of the civil rights leader. A day later King was released on bail pending appeal. The national press paid little attention, but the gesture was widely heralded by black Americans. King's father, who had endorsed Nixon a few weeks earlier on religious grounds, proclaimed: "Because this man was willing to wipe the tears from my daughter's eyes, I've got a suitcase of votes and I'm going to take them to Mr. Kennedy and dump them in his lap." Other black Protestant ministers followed suit, the Kennedy campaign alertly prepared a million pamphlets about the event for distribution in black churches the Sunday before election, and two

days later JFK carried the black vote by massive proportions. His victories in such states as Illinois (9000 votes) and South Carolina (10,000 votes) came as a result.

As the campaign wound down the polls showed that the election would be very close. Nixon continued to emphasize his experience while pointing to Kennedy's youth — and, by implication — inexperience. At one stop he referred to Kennedy as "the pied piper of Boston," a reference to JFK's growing popularity as a result of a cornucopia of campaign promises. Kennedy responded by remarking to an audience that Nixon "reminds me of the symbol of his party — a head full of ivory, a long memory, and no vision."

Election day brought fair weather to most of the nation and a record 68,832,818 voters went to the polls. Heavy turnouts in the Northeast prompted President Eisenhower to make one last appeal across the time zones to voters on the West Coast. Based on early returns from Kansas and Kentucky, an IBM forecast quoted odds against Nixon's victory at 100 to one, but the contest soon narrowed into a classic "cliffhanger." Not until the next morning did John Fitzgerald Kennedy know that he had been elected the thirty-fifth man and first Roman Catholic to become president of the United States. ★



# A 1960 KENNEDY "TOP TEN"

by Bonnie Gardner

Ranking political buttons is a subjective and rather arbitrary process. I harbor no illusions that my list will provoke universal agreement among Kennedy collectors. Nevertheless, if auction prices, known quantities, and the opinions of the leading JFK collectors are any indication, all of the buttons I have selected have to be ranked among the most desirable of all 1960 Kennedy items.

My top three selections, all 3½" black and white celluloids, were all made by Hand-Tip in New York. Details on their distribution and precise function are unknown. All are extremely rare, with just two examples of "DEMOCRACY FOR JACK KENNEDY," five of "GIVE THE KEY TO KENNEDY," and one of "I'M GONE FOR JOHN" known in the hobby. A single example of "I'M GONE FOR JOHN" in color tone (an ugly button which makes Kennedy appear to be embalmed) is also known; #4, a rectangular 1½" x 2¼" RWB celluloid picturing Kennedy with Sam Rayburn, was apparently issued as a post-convention item, probably a button created for a Kennedy campaign visit to Texas. A total of two are known to exist; #5, a 3½" RWB celluloid labor button from New Jersey, appears to be a one-of-a-kind within the hobby; #6, a red on white 3½" celluloid, was issued on election night to provide identification for access to the Kennedy compound to view the returns. Two are known; #7, a 4" RWB celluloid of which three are known, was made by Emress and used in New England during the 1960 primaries; #8, "YOUTH FOR KENNEDY," exists in three varieties - the 2¼" RWB celluloid pictured, an even scarcer 3½" version, and a much more common 2¼" variety. Both scarce types were New England primary buttons; #9, "VOLUNTEER FOR KENNEDY-JOHNSON/VOTE STRAIGHT DEMOCRATIC," is a 3½" RWB celluloid. Only one example is known; #10, a 3½" RWB celluloid made by Bastian Brothers, was apparently given out to "Kennedettes," young women dressed in white with straw Kennedy skimmer hats, at rallies during the general election campaign.

Several buttons deserve at least "honorable mention" status. I suspect that many Kennedy collectors would rank them even higher. These include the pair of 2¼" RWB celluloid JFK picture buttons made by Wendell's for general election use in Minnesota, perhaps the two most desirable 1960 Kennedy coattail buttons. Featured with Kennedy are Senator Hubert Humphrey, Minnesota Governor (and subsequently JFK's Secretary of Agriculture) Orville Freeman, eighth District Congressman John Blatnik, and fifth District Democratic hopeful George W. Matthews. Both 1" celluloid "NEBRASKANS FOR KENNEDY" buttons (one RWB, the other R/W/black) are equally scarce, handsome, and generally desirable. The 1½" celluloid "KENNEDY FOR US," a RWB button from Hoboken, New Jersey, is the scarcest of several choice Hoboken JFK buttons, with only two known.



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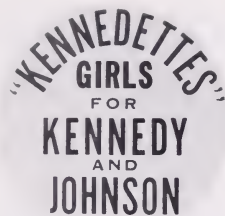


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9



10



"TOP TEN" shown 50% actual size; Matthews and Blatnik shown 65% actual size; last three buttons shown are actual size

## The APIC Kennedy Chapter: A Profile

by Roger Fischer

A major factor in the strength and vitality of APIC in recent years has been its specialty chapters in such areas as locals, cause items, third parties, Franklin D. Roosevelt, William McKinley, Harry Truman, Hubert Humphrey, Richard Nixon, and the Kennedy brothers. One of the most active and successful of these has been the Kennedy chapter. With more than sixty members, an excellent bimonthly newsletter, and a comprehensive project of John F. Kennedy campaign items in preparation, the Kennedy chapter has become a real boon for collectors of the memorabilia of John, Robert, and Ted Kennedy.

The chapter was born in 1975, largely through the labors of "founding father" Chris Hearn, who secured the charter, served as chapter president through 1977, and put out a chapter newsletter, *Kennedy Club Current*, on a somewhat irregular basis. Other early chapter officers were vice president Nancy Salzer and secretary-treasurer Bonnie Gardner. In 1978, after Hearn decided to relinquish his responsibilities because of job pressures, Bonnie Gardner and Harvey Goldberg took the initiative in reorganizing the chapter. Tom Pabs became chapter president and his wife Pat secretary-treasurer. To recognize the chapter's diversity, three vice presidencies were created, one for specialists in the items of each Kennedy brother. Elected were Betty Sorenson (JFK), John Henigan (RFK), and Barry Hayman (EMK). Bonnie Gardner was subsequently chosen vice president (JFK) following the death of Betty Sorenson.

Harvey Goldberg has served as editor of *The Hyannisporter*, Kennedy chapter newsletter, since the 1978 reorganization. Every two months for the past two years he has put together newsletters of consistently high quality, with interesting features, a crisp layout, and good illustrations.

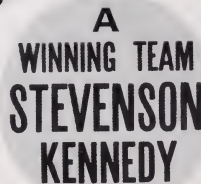
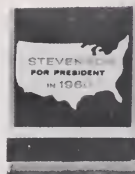
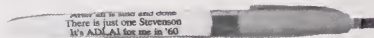
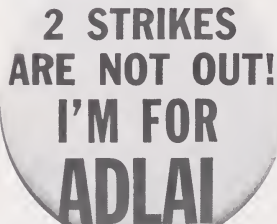
For many years the chapter has planned a comprehensive project picturing the campaign items of the three Kennedy brothers. When Bonnie Gardner became JFK vice president in 1979, she announced that she would have completed the John Kennedy portion (buttons only) by the end of 1980. She began to solicit information on unlisted items and secured the services of a photographer, but he suffered a heart attack, so Bonnie bought a Pentax and copystand and began to learn through trial and error the fine art of shooting and developing pictures. Working in a darkroom that often hit 105° in the summer months, she has now finished the photography and has turned the material over to Harvey Goldberg for final editing, layout, printing, and distribution. All costs have been borne by Bonnie and Harvey. When finished, the project will resemble the APIC Adlai Stevenson project in format, with all buttons up to 3½" printed full size and larger ones reduced. Once this phase of the project is completed, sections on JFK paper and three-dimensional items, and on the campaign items of Robert and Ted Kennedy are planned.

Projects like this one, ALPIC's excellent "Project '78"

(continued on page 27)

# “Prophet with Honor” The Draft Stevenson Movement in 1960

by Roger Fischer



All items shown 60% actual size.

As election year 1960 approached, Adlai Stevenson agonized. Two unsuccessful campaigns for the presidency had left him with contempt for political warfare but an undiminished desire to use the powers of the Oval Office to further the causes of peace abroad and social justice at home. He reminded Theodore H. White of “a man who believes love is the most ennobling of human emotions while the mechanics of sex are dirty and squalid.” Unable to decide between a quiet life at his beloved Libertyville farm and a third presidential quest (this time against a man whom he absolutely loathed), Stevenson decided to bypass the primaries but remain available for a convention draft if the primaries produced a deadlock. Throughout the primaries he avoided publicity, but did nothing to disavow the “draft Stevenson” activities of such followers as Oklahoma Senator Mike Monroney and Washington attorney George W. Ball. When the primaries made John F. Kennedy a clear frontrunner but still nearly 200 votes from a first-ballot nomination, the “draft Stevenson” endeavor became a visible entity. In late June full-page newspaper appeals brought in \$40,000. On July 4th an airplane circled the sky over Coney Island with a “DRAFT STEVENSON” banner. Rallies were held in major cities. Behind the scenes, Stevenson operatives worked fervently to win enough delegates in the Illinois, Pennsylvania, California, New Jersey, Kansas, Iowa, and Minnesota delegations to deny Kennedy the nomination.

They were singularly unsuccessful. When the Democrats gathered in Los Angeles in July to make their choice, it soon became obvious that superb Kennedy organization and pre-convention courtship of party powerbrokers in the unaligned delegations would be difficult to overcome, even by a genuine eleventh-hour groundswell of sentiment for the elder statesman who had twice borne the party banner with dignity and grace against long odds. The Stevenson boomlet helped hold New Jersey, Kansas, and Iowa for favorite sons and brought respectable splits in the Minnesota and California delegations. But 59 of 69 Illinois delegates followed Chicago Mayor Richard Daley to

(continued on page 11)

**Note:** The 1960 Stevenson-Kennedy “Winning Team” was made for the Draft Stevenson Headquarters in Los Angeles, unlike the Stevenson-Kennedy pins shown on page 14, which were issued by the Kennedy for vice president movement at the 1956 Democratic National Convention. The few of these pieces that were made were given to staffers as souvenirs after JFK got the presidential nomination.

## It's Humphrey in '60

by Roger Fischer

1960 presented Hubert Humphrey with a dilemma of major proportions. Urged on by his "Minnesota Mafia" and liberal Democrats and labor leaders elsewhere, he had agreed to embark upon a limited campaign for the Democratic presidential nomination, fully realizing that the odds were stacked overwhelmingly against him. At the same time, his second term in the Senate was expiring. If his presidential bid was unsuccessful and he sought a third Senate term, his opponent was almost certain to be popular Minneapolis Mayor P. Kenneth Peterson, a formidable adversary in a state which remained nominally Republican in its leanings. Poverty had been a way of life in earlier Humphrey campaigns, a condition likely to continue in 1960. If the Humphrey presidential quest fell flat while exhausting his meager financial resources, his Senate re-election effort would be doubly vulnerable. It thus became necessary to stretch every dollar to the limit.

A small step in that direction was the commissioning of campaign buttons, posters, and other items with the slogan "IT'S HUMPHREY IN '60," material that could be used in the presidential primaries and then, if necessary, recycled into the subsequent Senate campaign. Whether this was

intentional or not is open to question, but Humphrey was quoted by Theodore H. White (*The Making of the President 1960*, p. 36) telling a friend during the Senate race, "You notice all those buttons and posters I printed? They said 'Humphrey in Sixty.' But they didn't say what for." Whether Humphrey was disclosing campaign strategy or merely exhibiting his typical gentle, self-deprecating humor will remain a mystery.

Seven known varieties of "HUMPHREY IN '60" buttons exist. Probably the first issued was the 2 1/4" blue and white celluloid with ribbon given out or sold at the April, 1959, Minnesota DFL Jefferson-Jackson dinner. The only specimen I know of is in the collection of the Minnesota Historical Society. At least two varieties, a 2 1/4" RWB celluloid and a 1" RWB lithograph, were used extensively in both the Wisconsin primary and in the Senate campaign, for I remember giving them out that year in shopping centers. Much less common is the celluloid twin to the 1" lithograph, a button made perhaps as an early prototype. Even less common is the 2 1/4" black and white celluloid caricature button made by Wendell's. The last two varieties are unpictured, for I have seen only one example of each and neither is available to photograph. One is a 2 1/4" RWB celluloid, nearly identical to the 2 1/4" celluloid pictured except for three narrow horizontal lines above the band and three below. The other was almost certainly made as a manufacturer's prototype and never produced commercially. It featured the 1948 portrait of Humphrey used on the 2 1/4" RWB celluloid button made for Humphrey's Senate race in 1948 by Wendell's and then used again on the 2 1/4" celluloid "HUMPHREY IN 1954" button made in minute quantity by Wendell's. The 1960 version featured the familiar capitol dome background, while beneath the Humphrey "boy wonder" portrait appeared the "HUMPHREY IN '60" slogan. The only known specimen belonged to the son of a St. Paul city councilwoman who traded it to an unknown little friend before a photograph could be obtained. These seven buttons are interesting mementoes of the ambivalent position Hubert Humphrey occupied in 1960. ★



All items shown 60% actual size.

### Draft Stevenson (continued)

Kennedy (with only two for Stevenson) and Pennsylvania broke 64-8 for Kennedy. The contest was over, but an evening of superb political theatre was yet to come.

On Wednesday, July 13, Stevenson's name was placed in nomination for the last time. To the cheers of a gallery carefully packed with Stevenson partisans, Minnesota Senator Eugene McCarthy spoke fondly of "this man of quiet virtues" and, voice choking with emotion, urged, "Do not reject this man who made us all proud to be Democrats; do not leave this prophet without honor in his own party." After a tumultuous demonstration, Stevenson's nomination was seconded by Eleanor Roosevelt, the most beloved of all living Democrats. It changed few votes, of course, but the evening allowed Adlai Stevenson to exit from the arena of elective politics in the style his career warranted. ★

# COATTAILS & DETAILS: 1960

by Robert Rouse

Although John F. Kennedy won 49.72% of the votes cast in 1960 against Richard Nixon's 49.55%, the candidates who identified themselves with JFK on political memorabilia did considerably worse, with only seven of the 22 candidates identified here winning their 1960 races. A much smaller selection of Nixon coattail items appeared in 1960 than in his two later races, but half of these individuals won their races while Nixon was going down to defeat.

Kennedy carried his native Massachusetts with 60% of the vote, but his popularity did not help fellow Democrats challenging six incumbent Republican congressmen there. In the ninth district Edward F. Harrington lost to Republican incumbent Hastings Keith 110,955 to 88,222. Harrington again opposed Keith in 1966 without success. In the fourteenth district, perennial candidate Edward F. Doolan was defeated by eighteen-term Republican incumbent Joseph W. Martin, House Minority Leader and former Speaker, by 115,209 to 75,815. This was the fifth of seven victories by Martin over the persistent Doolan.

In New York's fashionable seventeenth district, often called "the silk stocking district" on Manhattan's east side, Democratic activist William Vanden Heuvel was beaten by Republican incumbent John V. Lindsay. This campaign produced large and small jugates. Vanden Heuvel later sought nomination for Manhattan district attorney, then became an early supporter of Jimmy Carter, managed the 1976 Carter campaign in metropolitan New York, and was subsequently appointed Deputy Ambassador to the United Nations. Lindsay won two more terms in Congress after 1960, served two terms as mayor of New York (switching to the Democratic party in 1971), and was an unsuccessful candidate for the 1972 Democratic presidential nomination. Recent hopes for a political comeback were dashed when he ran third behind Elizabeth Holtzman and Bess Myerson in the 1980 New York Senate primary. In another 1960 Manhattan contest, Charles D. Lieber lost to incumbent Republican Dorothy Lawrence in a race to represent the eighth Assembly district in Albany.

New Jersey proved the best source of Kennedy coattail items, with the Senate nominee, six congressional candidates, and the mayor of Jersey City all issuing buttons. Senate nominee Thorn Lord lost to incumbent Clifford Case by more than 330,000 votes. Several sales lists have implied that a despondent Lord committed suicide shortly afterwards because of this defeat. This is inaccurate. Lord served as state Democratic chairman from March, 1961, until June, 1965, when he took his life (by hanging) because of family problems.

The only 1960 victor among the New Jersey Kennedy coattail candidates was thirteenth district Congressman Cornelius E. Gallagher of Bayonne, who routed



Republican Samuel F. Kanis 61,094 to 23,001. In the other congressional races incumbent Republicans defeated their Democratic rivals. William T. Cahill beat John A. Healey by 153,817 to 112,802 in the first district, Peter Frelinghuysen defeated Jerome H. Taub (who issued two tabs, one with Kennedy's name misspelled) 170,859-120,302 in the fifth district, and George M. Wallhauser narrowly turned back Robert R. Peacock 76,945-73,119 in the twelfth district.

Three New Jersey Kennedy coattail items were produced after 1960. Jersey City Mayor Charles Witkowski, whose fusion ticket had ousted John V. Kenny's Hudson County Democratic Organization in 1957, sought the support of Kennedy backers in his re-election bid in May, 1961, but could do no better than a third-place finish. In 1962 a button was issued for Lillian Egolf, who lost to Republican incumbent Florence P. Dwyer in the sixth district, and a tab was distributed for Donald R. Sorkow, who lost to ninth district incumbent Frank C. Osmer, Jr.

Across the Delaware River in the tenth district of northeastern Pennsylvania, one-term Democratic incum-

bent Stanley A. Prokop lost his seat to Republican William W. Scranton, who later was elected governor of Pennsylvania in 1962 and then in 1964 challenged Barry Goldwater for the Republican presidential nomination. Further south, in the tenth district Virginia suburbs of Washington, D.C., Ralph Kaul lost to four-term Republican incumbent Joel T. Broyhill.

West of the Appalachians Kennedy coattail candidates were more successful, winning several very close races. In Indiana, where Kennedy-Matthew Welsh bow ties and ribbons appeared in 1960 and a jugate fob in 1962, Welsh defeated Republican Crawford Parker for the governorship by a margin of 1%. Incumbent Joseph Barr lost to Republican Donald C. Bruce in Indiana's eleventh district, but John Brademas defeated former Republican Congressman Jay Nimitz in the third district. Brademas eventually rose to the position of House majority whip before losing his seat in 1980.

In Illinois Otto Kerner defeated two-term incumbent Republican William G. Stratton by 500,000 votes for the governorship while Kennedy was winning the presidency by carrying Illinois by only 0.2%. The Kennedy-Kerner button, however, was prematurely made for 1964, when Kerner beat a much tougher opponent, Charles Percy. Kerner subsequently received an appointment to the federal judiciary, chaired the civil rights inquiry commission which bears his name, was convicted and sentenced to prison as a recipient of bribes, and died of cancer. Percy went on to win election to the Senate in 1966 and re-election in 1972 and 1978.

In Michigan Senator Patrick V. McNamara led the

ticket in winning a second term over Republican Alvin Bentley. John B. Swainson defeated Paul Bagwell for the governorship by 1.3% while Kennedy carried Michigan by only 1%. He did slightly better in Minnesota, running 1.4% ahead of Nixon, mainly on the strength of Hubert Humphrey's 236,000 vote victory in his Senate re-election bid over Minneapolis Mayor P. Kenneth Peterson. In this respect, the "Kennedy/Humphrey/Freeman/Blatnik" and matching "Kennedy/Humphrey/Freeman/Matthews" buttons may be considered "reverse coattail" items. Three-term Governor Orville Freeman lost narrowly to Republican Elmer Andersen after campaigning much more for Kennedy than for himself, but was subsequently appointed Secretary of Agriculture by JFK. Congressman John Blatnik easily won re-election to the eighth district seat he had held since 1947, but in Minnesota's fifth district George Matthews was defeated by nine-term Republican incumbent Walter H. Judd of Minneapolis. The Nixon-Judd button was not a presidential-congressional coattail item, but a national convention item given out by Minnesota delegates to promote their ultra-conservative native son as a vice-presidential possibility. The last Minnesota item of interest here is a coattails button issued for fourth district Republican Joseph Mitchell, who lost to Democratic incumbent Joseph Karth of St. Paul.

In California, San Francisco labor leader Chuck Scally supported the Kennedy campaign with a button.


The "URFI" pin was distributed in the Chicago area by the United Republican Fund of Illinois. The Nixon-Allott item was used in Colorado Senator Gordon Allott's victorious bid for a second term. He subsequently won again in 1966, but lost narrowly to Floyd Haskell in 1972. Maryland's Charles Mathias used the "Nixon/Lodge/Mathias" pin to help win the first of four sixth district House victories before winning election to the Senate in 1968. He has won re-election in 1974 and 1980. In Indiana's 6th C.D., Republican Richard Roudebush defeated Fred Wampler by 6415 votes.

Other possible 1960 presidential coattail items remain mysteries. The Nixon-May item either came from Washington's fourth district, where Republican Congresswoman Catherine May won a second term in 1960, or from Virginia's first district, where Richard May won only 18% of the vote against incumbent Democrat Thomas Downing. The Nixon-Morton item may refer to Kentucky Senator Thruston Morton or his brother, first district Maryland Congressman Rogers Morton. It may be a presidential-Senate or a presidential-House coattail item, or it may be a 1960 or 1968 convention item, since Thruston Morton was Republican national chairman (and certainly a vice-presidential possibility) in 1960 and Rogers Morton served as Nixon's 1968 convention floor leader and was preferred over fellow-Marylander Spiro Agnew for second spot by many Republican leaders. I am completely in the dark on Kennedy-Biba, Kennedy-King, Pat Hogan, Al Soudan, Bradley and Guzzi, Sciarra, and Nixon-Dence. If readers have any information on these, I would appreciate hearing from them. My thanks to Barry Nelson and John Pfeifer, who have identified Bryan coattail items from the Spring 1980 issue. ★



All items shown 60% actual size.

1946

*Elect* **JOHN F. KENNEDY**  
 Democratic Candidate for  
**CONGRESS**  
 Primary Election, June 18th — 11th District

**VOTE DEMOCRATIC**  
 STEVENSON  
 DEVER  
 KENNEDY  
 McCORMACK  
 POWERS  
 CONDON  
 MOAKLEY  
 McDONOUGH  
**VOTE DEMOCRATIC**

**KENNEDY**  
 FOR U. S. SENATOR

**1952**  
**1956**

**STEVENSON**  
 DEVER  
 KENNEDY



NEW ENGLAND PRESENTS



ELECT U. S. SENATOR  
 JOHN F. KENNEDY  
 VICE PRESIDENT



ELECT U. S. SENATOR  
 JOHN F. KENNEDY  
 VICE PRESIDENT

**STEVENSON**  
 KENNEDY

"A PROFILE IN COURAGE"



ELECT U. S. SENATOR  
 JOHN F. KENNEDY  
 VICE PRESIDENT

WINNING TEAM  
 STEVENSON  
 KENNEDY

1958

Re-elect  
 U.S. Senator  
**KENNEDY**

Re-elect  
 U.S. Senator  
**KENNEDY**



**JACK**  
 ONCE MORE  
 IN '64

**1962**  
**1964**

I  
 WANT  
**JACK**  
 BACK

BACK  
 JACK  
 BURY  
 GOLDWATER  
 IN 1964

**KENNEDY**  
**FURCOLO**



For Greater Gains  
 IN  
 HUMAN WELFARE

RE-ELECT  
 U. S. SENATOR  
 John F.  
**KENNEDY**

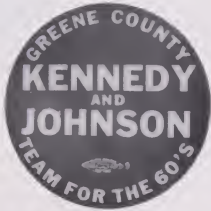
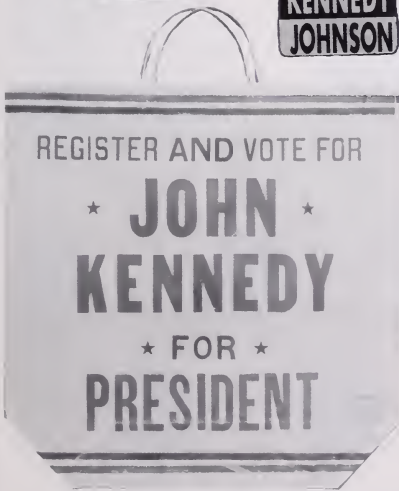
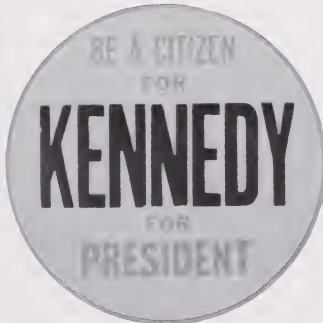
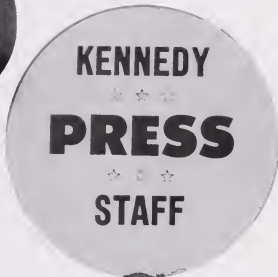
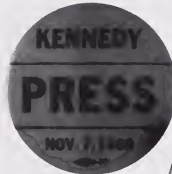
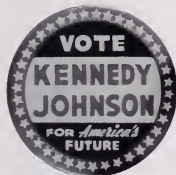
WHY  
 YOU SHOULD RE-ELECT



U. S. SENATOR  
 John F.  
**KENNEDY**



**JACK**  
 ONCE MORE  
 IN '64



All buttons and ribbons shown 60% actual size except Greene County shown half size.

**BRUMMAGEM: A Showy but Worthless Thing**

**Fakes and Reproductions: 1960**

by Neal Machander

When identifying reproductions and fantasy pieces, try to have the original items available for comparison whenever possible. The easiest way to spot any fake is when the original is a different size or construction (lithograph or celluloid) than the piece in question (see *JFK #2* and *JFK #3* below). Be certain to pay close attention to the backs and construction of possible reproductions. Usually, originals (unless more than one manufacturer is involved) have a fairly standard reverse side; reproductions, on the other hand, may exhibit a number of variations. For a more comprehensive presentation, consult the APIC Brummagem reprint which is obtainable for \$2.00 from the APIC Mailing Service, 6319 Tholozan Avenue, St. Louis, MO 63109.

**Descriptions**

*JFK #1.* This 1 1/4" black/white celluloid jugate is a fantasy piece. The LBJ picture is from the 1964 campaign. "Democratic State Central Comm., Springfield, Ill." appears on the lower curl. The model for this item is *Hake #15*. For more information, consult "Brummagem," 1969.

*JFK #2.* This 1 1/4" R/W/B celluloid is a reproduction. The original is 2" and while some have plain metal backs, the majority come with a white back. Although available through many sources, the origin appears to have been Lucke Badge, later Benjamin Harris Co., College Point, N.Y. The original is shown as *Hake #28*.

*JFK #3.* Although the size (2 1/4") and material (lithograph) differ, this piece is taken from the same design as *JFK #2* above. There are two varieties, both made from the same printing plates and identical from the obverse. One is marked "Kleenex Tissues '68" on the curl (unless it has been scratched off); the other has multiple markings of "Crackerbarrel/Farmingdale, NY 11735/(Reproductions)/Limited Edition" on the inside back. The Crackerbarrel variety often has a lighter picture than the Kleenex.

*JFK #4.* A possible re-run from the original, this piece is an 1 1/4" R/W/B celluloid. It has a wider flange than the original and the white space directly below the picture is usually significantly larger than on the original; the bottom is usually a darker reddish-orange than the original. For comparison, see *Hake #42*. Also see the 1970 issue of "Brummagem."

*JFK #5.* A 1 1/4" R/W/B celluloid reproduction, this item has a later picture. Another distinction is that the white area below the picture is usually larger than on the original. The source of this piece appears to be Lucke Badge. The original is *Hake #25*. For more information, refer to the 1969 issue of "Brummagem."

*JFK #6.* This 1 3/8" R/W/B lithograph has "Reproduction" on the curl. The original is *Hake #44*.



JFK#1



JFK#2



JFK#3



JFK#4



JFK#5



JFK#6



JFK#7



JFK#8



JFK#9



JFK#10



JFK#11



JFK#12



JFK#13



JFK#14



JFK#15



JFK#16





**JFK #7.** A 1 1/8" R/W/B lithograph, this item is part of the U.S. Borax Set issued in 1972. It has "Reproduction" (in lighter print than #6) on the curl and was written up in "Brummagem" in 1973. The original is *Hake #47*.

**JFK #8.** This 7/8" R/W/B celluloid is the same design as #7 above. However, the paper was obviously larger than the backing, so the design runs off the edges; for example, Kennedy's chin is usually cut off. The piece was issued as part of the Family Circle Set and has "© 1972 The Liberty Mint" on the curl. For more information, see 1973 "Brummagem."

**JFK #9.** This button is a 1 3/16" R/W/B lithograph. The back has multiple "Reproduction '76" markings on it. A possible source is A.A.A. Novelty Co., Wash., D.C. The original is *Hake #46*.

**JFK #10.** This 1 3/4" R/W/B celluloid is the only known reproduction of an Inaugural item. The copy has a white background, while the original is gold. The numbers "20" and "1961" differ from the original as does the location of "35th" (it begins with the "O" in "John" on the original, but under "J" on the reproduction). This piece appears in "Brummagem" 1973; it is listed in *Hake* as #13.

**JFK #11.** This 2 7/8" black on white lithograph has multiple "Reproduction '76" markings on the back. It has "A.A.A. Novelty Co., Wash, D.C." on the curl. The original is *Hake #34*.

**JFK #12.** Since an original never existed, this 1 1/8" R/W/B lithograph is a fantasy piece. It is part of a set of dated slogan R/W/B lithos put out in "Scooter Pie" cakes by Burry Cookie Company.

**JFK #13.** A 7/8" red and white lithograph (red rim and print on white background), this piece has been mis-attributed to JFK. The print says "He's My Uncle John;" the item was issued to advertise Uncle John's Pancake Houses. It appears (mis-attributed) as *Hake #104*.

**JFK #14.** This fantasy 2" R/W/B celluloid is part of the General Motors series issued in 1968 to commemorate the 50th anniversary of the 1st Chevrolet truck.

**JFK #15.** Another fantasy piece, this 1 1/4" R/W/B celluloid has "Columbia Advertising Co., Richmond Hill 19, N.Y." on the curl. One source indicates that the papers may have been printed up in 1960, but the piece was not made up until a later time.

**JFK #16.** Same as *JFK #14*.

**RMN #1.** This 1 7/16" R/W/B lithograph was issued as part of the Kleenex Set. The curl is marked "Kleenex Tissues '68." There is a second identical piece (not pic-

ture) with multiple markings of "Crackerbarrel/Farmingdale, N.Y. 11735/(Reproduction)/Limited Edition" on the back. The original is *Hake #3*.

**RMN #2.** This 1 1/4" R/W/B celluloid is the same style as *RMN #1* above. The probable source is Lucke Badge, later Benjamin Harris Co., College Point, N.Y. issued through Platt Novelty Company. Again, see *Hake #3*. Since the original is 1 3/8" and lithograph, this is an easy fake to spot.

**RMN #3.** This 7/8" R/W/B celluloid was issued as part of the Family Circle Set and has "© 1972 The Liberty Mint" on the curl. The paper was obviously printed for a larger button since part of the design runs off the edge. For the original, see *Hake #1*.

**RMN #4.** Although there is a resemblance to an original item, this 1 1/2" white on green celluloid is a fantasy piece. The original is a 1 5/8" lithograph in the same colors, but uses the name "Dick" not "Nixon." The original has "Copyright 1959 G.O.P. Committee" on the bottom curl with a union bug on each side of the lettering. There is also a smaller size original litho; see *Hake's #60* and #2115.

**RMN #5.** Identification of this 1" R/W/B celluloid is relatively easy since the original has smaller lettering and a smaller white area. The original also has a yellow back with an impressed union bug and two white union bugs on the lower curl. The reproduction has a white back and one blue union bug on the curl. The original is *Hake #58*.

**RMN #6.** Although this 1 1/4" R/W/B celluloid is classified as a fantasy piece, it may be a later run using paper actually printed in 1960. "Columbia Advertising Co., Richmond Hill 19, N.Y." appears on the curl.

**RMN #7.** Same as *RMN #6*.

**RMN #8.** This 1 1/8" lithograph has white lettering on a blue background with the slogan "Pat for First Lady" which is part of the American Oil Co. (Amoco) (Standard) set. "A-O-1972-18" appears on the curl at six o'clock.

**HCL #1.** This 1 1/4" R/W/B celluloid may have 1960 paper, but was manufactured at a later time, or it may be a pure fantasy piece. "Columbia Advertising Co., Richmond Hill 19, N.Y." is printed on the curl.

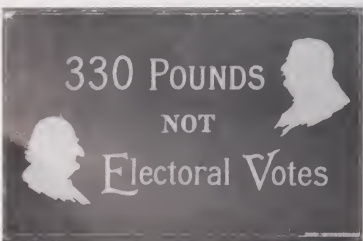
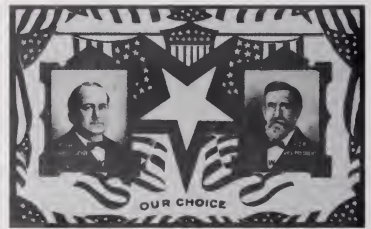
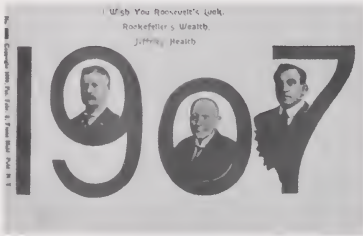
**AES 60 #1.** This 1 3/8" R/W/B lithograph has "Reproduction" on the curl. The blue/white original is 1 1/4" and listed as #2063 in *Hake*.

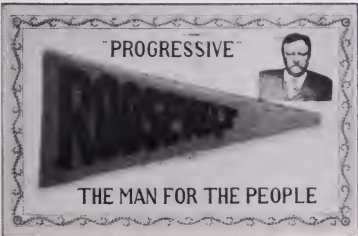
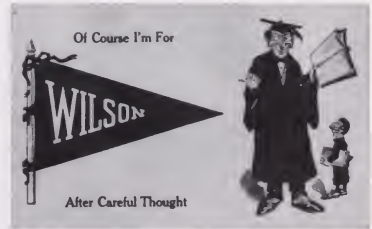
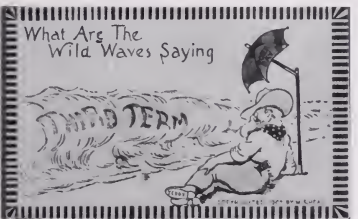
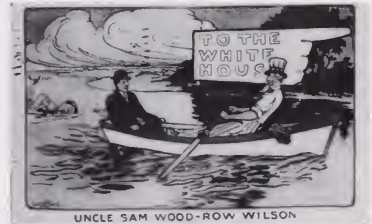
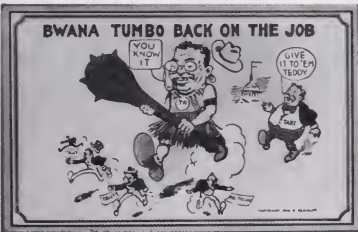
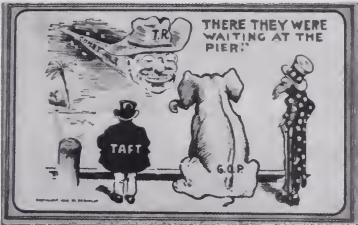
**NAR #1.** A 7/16" blue on white lithograph, this piece has multiple "Reproduction '76" markings on the back. The A.A.A. Novelty Co., Wash, D.C. is a possible source. ★

APIC Postcard Project: Part II

# The World of Political Postcards

by David Frent





# INTRODUCING:

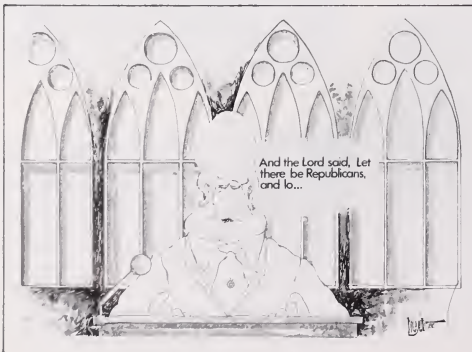
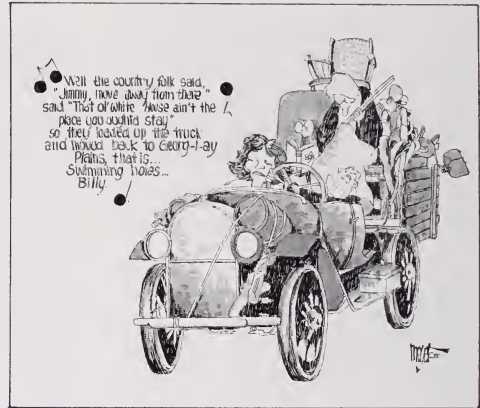
# Tom Meyer

## Political Cartoonist

**Editor's Note:** A breed with a tradition as old as our system of government itself, political cartoonists – from Thomas Nast to such new talents as Tom Meyer – have added a dimension of humor and candor to a process too often dominated by pomposity and pretense. Many candidates regard political cartoons and caricatures as prime collectibles. *The Keynoter* plans to feature the works of leading cartoonists, past and present, on a regular basis.

The election is over. In newsrooms across the country, the ink clouds from drawing board salvos directed into the candidates' camps are just beginning to settle. It is a transition time for political cartoonists as well as government. There are new faces in Congress and the White House; and, not surprisingly, many renaissance old ones to study and sketch before the gloves come off and the new round begins. Tom Meyer is one of the newest political cartoonists to enter the fray.

Born and raised in army posts throughout the United States and Europe, Meyer, a 1977 graduate of the University of Michigan, turned to political cartooning after a two-year apprenticeship as a congressional aide in the House of Representatives. His work reflects the outrage and amusement that jointly characterized his introduction to American politics. He is a regular contributor to the *Washington Post* and several other Washington area newspapers and magazines. ★



# APIC Project: Multigate Posters

## DEMOCRATIC CANDIDATES



Missouri 1916

## DEMOCRATIC CANDIDATES



Missouri 1920

## REPUBLICAN CANDIDATES



Election Tuesday, November 2, 1920

Pennsylvania 1920



Virginia 1920

# APIC Project 1980

by Joe Wasserman

## NOTES

**80/143** through **80/148**. The buttons were authorized by the national Reagan-Bush committee and distributed by the Columbia Advertising Company of Jamaica, New York (the same firm that produced the 1972 Nixon buttons) to Reagan committees throughout the nation; **80/143** and **80/144** are 3" full color celluloids; **80/145**, **80/146**, and **80/147** are 2 1/4" white on blue lithographs also available in 1 5/8" versions; **80/148** is also a white on blue lithograph and is part of at least thirty-five different buttons for ethnic, religious, and special interest groups with similar designs. All of these buttons were produced in large quantities and should be available very inexpensively long after the campaign is ancient history.

**80/149**. This 2 1/4" red, white, and blue celluloid was issued by the Minnesota Independent Republican Party and sold at the Minnesota State Fair.

**80/150**, **80/151**. These 2 1/4" red, white, and blue celluloids were ordered by the Nationalities Division of the Republican National Committee; **80/150** was made in limited quantity for a special event attended by Reagan and **80/151** was used in Miami, Florida.

**80/152**. Produced by the national Reagan committee, this 2 1/4" white on blue celluloid originally appeared in small quantity at the B'nai Brith forum, where Reagan was warmly received on September 3, 1980. The button was later reprinted several times.

**80/153**. This 2 1/4" gold on maroon celluloid was also sold at the I-R booth at the Minnesota State Fair (see **80/149**).

**80/154**. Headquartered at the Republican National Committee, "Commitment '80" was responsible for organizing volunteer leadership and get-out-the-vote drives at the local level. They issued this 2 1/4" red, white, and blue celluloid.

**80/155**. This 1 3/8" red, white, and blue lithograph was issued by Americans for Change, one of the unauthorized independent groups which raised and spent large sums supporting Reagan.

**80/156**. This 1 3/4" orange on black celluloid was made by N.G. Slater for the Laux for State Senator Committee in New York. "Row C" refers to the Conservative Party line on the state ballot.

**80/157**. Made for an ardent Reagan supporter, this 2 1/4" red, white, and blue celluloid was sold at the Indiana State Republican Convention in June.

**80/158**. This 3" white and green celluloid was ordered by top White House staffer Sara Weddington, who personally passed out many of them at women's caucuses and other meetings of Carter supporters at the national convention.

**80/159**. Originally sold at the Montgomery County Fair in Maryland, this 3" green, black and white celluloid by Millenium was used as a fundraiser for the Montgomery County Democratic Committee.



80/143



80/144



80/145



80/146



80/147



80/148



80/149



80/150



80/151



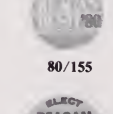
80/152



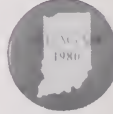
80/153



80/154



80/155



80/157



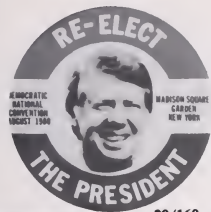
80/158



80/156



80/159



80/160



80/161



80/162



80/163



80/164



80/165



80/166

JACKSON  
FOR  
PRESIDENT  
1980

80/167

MUSKIE  
for  
PRESIDENT

80/168



80/169



80/170



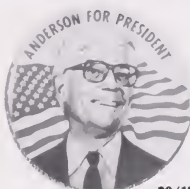
80/171



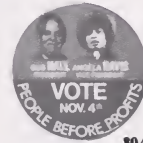
80/172



80/173



80/174



80/175



80/176

**80/160.** Made by Phillips in 4" and 6" versions, this red, white, blue, and black celluloid was sold in Carter's convention headquarters at the Sheraton Centre Hotel in New York.

**80/161, 80/162.** These red, white, and blue celluloids appeared at the Democratic National Convention among Carter Puerto Rican delegates; 80/161 is 3½" and 80/162, made by Phillips, is 2½".

**80/163.** 250 of these 3" green on white celluloids were ordered by a Georgia National Convention delegate and passed out to the delegation and guests on a flight from Atlanta to Washington for a private reception with Carter at the White House prior to their journey to New York for the national convention (where it was worn as an "official" delegation item).

**80/164.** This 2¼" green and white celluloid by Phillips was the "official" Carter-Mondale delegate button and was included in packets of material given to Carter delegates in New York. A 1¼" version also exists, but was not part of these packets.

**80/165.** Ordered from N.G. Slater (who jobbed out manufacture to Hand-Tip of New York) by the New York *Daily News*, this rectangular red, white, blue, black, and green celluloid was given out to delegates to the Democratic National Convention. There was not a Republican mate in 1980, as there had been in 1976.

**80/166.** This 2¼" red, white, and blue celluloid made by Phillips was the "official" button worn by the New Jersey delegation to the Democratic National Convention.

**80/167.** This 1 3/8" blue on white lithograph was issued by

a group seeking an alternative to Carter and Kennedy and was distributed at the Democratic Convention.

**80/168.** This 3" white on red celluloid was issued by a group hoping to nominate Secretary of State Ed Muskie instead of Carter or Kennedy at the Democratic Convention.

**80/169.** This 3" red, white, and blue celluloid was also issued by "stop Jimmy and Teddy" forces in New York.

**80/170.** One of the many pro-Kennedy buttons brought to New York by the California delegation, this 3" red, white, blue, and black celluloid was jobbed by Millenium through Phillips and sold to defray the convention expenses of the less affluent California delegates.

**80/171, 80/172.** These 2½" blue and white celluloids were ordered from Millenium by the Kennedy campaign for identification and security purposes. 500 of each were ordered, but at least six hundred of each were produced, causing a serious security problem. "Volunteer" buttons numbered higher than 500 were confiscated, but finally were issued on the last day of the convention; hence, all 600 are legitimate. The "Staff" buttons with numbers higher than 500 were never issued and should not be considered official items.

**80/173.** This 1½" red and white celluloid made by Phillips was ordered and worn by the Massachusetts delegation to the Democratic National Convention.

**80/174.** This 3½" red, white, blue, and black celluloid was designed by Millenium and manufactured by Phillips for the Anderson National Unity Campaign and also sold to vendors throughout the country.

**80/175, 80/176.** These red, white, and black celluloids

were made by N. G. Slater for the Communist Party ticket of Gus Hall and Angela Davis; 80/175 is 2 1/2" and 80/176 is 2 1/4".

80/177 through 80/219. The Millenium Group, formerly doing business as Philadelphia Badge and then Colorcraft, has been a major supplier of buttons and other campaigns, including most nationally distributed 1964 Johnson buttons, most 1968 Humphrey boutique pins (including the desirable "flashing eye" series), and the imaginative 1972 McGovern Colorcraft lines. Shortly after the 1972 campaign, Millenium sold its manufacturing facility and now depends on the Phillips Company (Newark) for producing most of the buttons it designs and markets, including all pictured here. In 1980 Millenium produced many different designs for use by Carter and Kennedy forces during the primaries and also served as the "official" supplier of campaign materials for both camps at the Democratic Convention. All items shown here were available at the convention. Most of these items were produced in very large quantities and are available for \$1.00 or less each. All pictured are celluloids; 80/182,185,199,200,201,202, and 208 are 3" and red, white, blue, and black; 80/178,192, and 203 are 3 1/2" buttons with the same colors; 80/216 through 80/219 are a set of 1 1/2" blue on yellow items; 80/205 is a 3" yellow, blue, red, and white button; 80/209 is pink, red, yellow, blue, and white. Also 3" are the green and white 80/184, the green, white, red, and black 80/189, the red, white, and black 80/191. The same color scheme accents the 2 1/4" 80/183; 80/177 and 80/178 are red, white, blue, black, and gold 3 1/2" buttons; 80/180 and 80/190 are multicolor buttons in unusual shapes; 80/186 (2 1/4") and 80/189 (3 1/2") are green and white. Perhaps the most desirable of these buttons is 80/193, a 3 1/2" red, white and black button lampooning the rule binding the delegates.



80/177



80/178



80/179



80/180



80/181



80/182



80/183



80/184



80/185



80/186



80/187



80/188



80/189



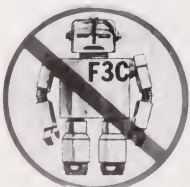
80/190



80/191



80/192



80/193



80/195



80/197



80/194



80/196

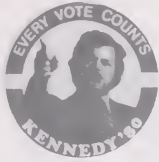


80/198





80/199



80/200



80/201



80/202



80/203



80/204



80/205



80/206



80/207



80/208



80/209



80/210



80/211



80/212



80/213



80/214



80/215



80/216



80/217



80/218



80/219



80/220



80/221



80/222

80/220, 80/221, 80/222. These three buttons were made by N. G. Slater and distributed at the national office of the Libertarian Party candidate Ed Clark; 80/220 is a 1 3/4" white on blue celluloid; 80/221 is a 1 3/4" white on green celluloid; and 80/222 (which also exists in a 2" version) is a 1 1/8" white and black on green celluloid.



80/223



80/224



80/225

80/223, 80/224, 80/225. These 2 1/4" celluloids were made by N. G. Slater for this new left-wing party that has its roots in the anti-Vietnam movement and other protests of the 1960's and 1970's. Dierdre Griswold is the only woman who sought the presidency in 1980 with the support of a party that gained ballot status. Her running-mate Larry Holmes should not be confused with the heavyweight boxing champion; 80/223 is black on orange; 80/224 is red on yellow; and 80/225 is red on white. ★




# NEWS

## APIC 1981 National Convention August 5-8

### Warner Collection to be Auctioned In New York and Carlisle, PA

APIC President Bob Fratkin has announced that the Donald C. Warner collection will be auctioned in 1981 by New England Rare Coin Galleries, in cooperation with the American Political Items Collectors. The auction will be held in two parts, each part combining mail bids with a final floor auction. The first part floor auction will be held in New York City at 10:00 a.m. on April 4th, 1981, at the Vista International Hotel of the World Trade Center, in conjunction with the Metropolitan New York Numismatic Convention. Part two will be held in conjunction with APIC's National Convention at Carlisle, PA, August 5-8. The floor auction will be held at 1:00 p.m. on August 8, at the close of the convention. Seven thousand catalogues will be mailed in early February to APIC members and to all of the numismatic subscribers to NERCG's coin catalogues. Catalogues will picture all items in the auction, including color plates of some of the more important items.

In making the announcement, Bob Fratkin commented, "Those of us who have watched Mr. Warner collecting over the last 10 years have been very impressed by his ability to obtain rare items. Piece for piece, this is one of the highest quality collections in the hobby. The catalogue will have enough pieces never before pictured to be a valuable permanent addition to every collector's library. APIC is enthusiastic over its participation in what may well be the most important hobby-related event of 1981. Over 5,000 numismatic collectors will be receiving an introduction to APIC and our hobby through this catalogue. ★

	
<b>American Political Items Collectors</b> <small>INCORPORATED 1974</small>	
<b>APIC Financial Report</b> December 31, 1980	
<b>RECEIPTS</b>	
1980 Dues Income	\$26,138.27
APIC Mailing Supply Service Inc.	861.75
Miscellaneous Inc.	1,059.07
1981 Dues Income	<u>8,526.60</u>
	\$36,585.69
<b>EXPENDITURES</b>	
Keynote Editor Expense	269.66
Mailing Supply Service Expense	246.42
Miscellaneous Expense	1,152.51
Office Expense	583.27
New Typewriter	600.00
Postage Expense	4,032.68
President's Expense	39.50
Printing Expense	19,927.39
Secretary's Stipend	2,930.00
Photographic Expense	138.88
	<u>29,920.31</u>
1979 Loss	1,309.74
	<u>31,230.05</u>
Balance in Checking Account (American National Bank)	\$ <u><u>5,355.64</u></u>

### 1981 PUBLICATION SCHEDULE SET

APIC *Keynote* Editor Roger Fischer has announced the topics for the 1981 *Keynotes*, along with the deadline dates for submission of materials.

Spring: (February 20) American Cause Movements.  
 Summer: (May 1) 1904 - Theodore Roosevelt and Alton Parker.  
 Fall: (July 10) William Henry Harrison and Benjamin Harrison.  
 Winter: (October 1) Four Times President, the campaigns of Franklin D. Roosevelt. ★



From the Warner Collection

## Locals Report

# George Bush Items 1964-1970

by Preston Malcom

George Bush, son of U.S. Senator Prescott Bush (R-Conn), adopted Texas as his political home base, but had only moderate success in his attempts at elective office in the Lone Star state. Bush served two terms in the U.S. Congress (1966-1970) representing Houston's well-to-do 7th Congressional District. In 1964, Bush ran for the U.S. Senate, but was defeated by 329,000 votes by liberal Democrat Ralph Yarborough. In his second try for a Senate seat, he lost to conservative Democrat Lloyd Bentsen in 1970 by 157,000 votes. ★



1



2



3



4



5



6



7



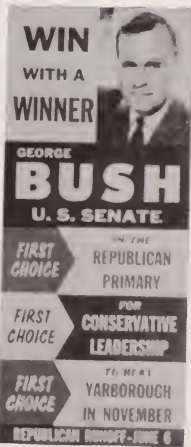
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9



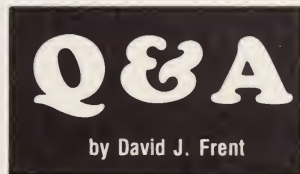
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11

### Descriptions

1. 1964 1 1/2" RWB; 2. 1964 1 1/4" Blue/Yellow; 3. 1966-68 1" Litho Sea Green/Dark Yellow; 4. 1968 1" Litho tab Blue/White; 5. 1966 1" Green/Light Green; 6. 1966 1" Litho Blue/Yellow; 7. 1964 1" Litho Blue/White; 8. 1964 1" Litho Red/White; 9. 1970 13" X 2 1/4" ribbon Blue/White; 10. 1964 47" X 14" scarf RWB; 11. 1964 9" X 4" pamphlet RWB.



**Q:** What is the significance of the eclipse shown on a number of McKinley and Bryan items?

**A:** The eclipse pins are from the 1900 campaign and refer to the occurrence of a total solar eclipse on May 28, 1900. This widely noted event was preceded by predictions from several religious fundamentalist groups that the eclipse signaled the end of the world. These people, in many communities, gave away their possessions in preparation for the cataclysm.

There are nearly a dozen varieties of eclipse-related buttons; all are considered scarce and desirable. While most eclipse pins are sepia/one or black/white, the rarest and most attractive varieties are in multi-color - including a double jugate of Bryan and Stevenson eclipsing McKinley and Roosevelt. Most eclipse pins come in identical Bryan and McKinley versions, although a double jugate favoring McKinley and Roosevelt is unknown in the hobby. ★

### APIC Kennedy Chapter

(continued from page 9)

of 1978 Senate, House, and gubernatorial items, and the Nixon Political Items Collectors' project on Richard Nixon items are legitimate milestones in our endeavor to preserve the material legacy of American elective politics. In this and in other respects, these active and enthusiastic specialty chapters represent the finest traditions of political collecting. ★

## Moving?

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

# John F. Kennedy 1946 - 1960



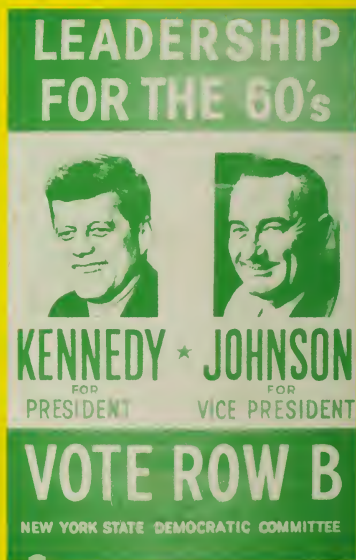
1946



1952



1958



1960