



THE KEYNOTER

GEORGE BUSH

For United States Senator



George Bush

One Collector's choice of the best buttons from 1988 and 1992

Eleanor Roosevelt • Campaign Letterhead (1840-1872)

Editor's Message

Modern presidents sometimes seem to receive short shrift from collectors' publications. Granted, finding a new Jimmy Carter button is hardly on a par with finding a previously undiscovered John Davis button, but Political Americana is very much based on current events. While some collectors delight in learning the story behind Ben Butler's "spoons" or what the Teapot Dome scandal was all about, we shouldn't forget that someday people will look back with curiosity on Ronald Reagan and William Clinton. They will look at a button that reads "YHYKHR" and wonder what it has to do with Barry Goldwater or just why there is a picture of Walter Mondale on a button labeled "Fritzbusters."

Our mission is not merely to preserve the past, we must also preserve the present. That's why this issue turns to George Bush. He ran for president in 1980, wound up as Reagan's running mate, won the White House himself in 1988 and lost it again in 1992. Along the way he finished the Cold War and won a stunning victory in Desert Storm. When Ron Wade submitted his evaluations of particularly interesting Bush buttons, I knew many readers – especially some of our newer collectors – would like to see buttons that are still available and affordable. Years from now, collectors will look to this issue for explanations of what buttons from 1988 or 1992 meant.



George Bush's campaigns were part of the lives of all our current readers, whether they supported or opposed him. His campaigns were certainly a part of my life. In 1988, I was a Bush presidential elector in the Electoral College. In 1992, I was an at-large delegate from Michigan to the Republican National Convention. I even produced a campaign button when I ran for delegate (complete with Bush-Kelly jugate).

That button, by the way, raises the whole question of just what is a legitimate item. Mine was used for the state convention at which I was elected delegate. But I was still conscious of what it means to be a collector issuing a button. I put my committee name and "APIC 395" on the curl, then sent copies to a variety of APIC officials with the story of the button. In a future issue, *The Keynoter* will revisit the question of what is or isn't a legitimate item. New brummagem has entered the hobby since the landmark Brummagem issues of 1973 and 1985. (Note: new collectors should buy copies of those issues from APIC Secretary-Treasurer Joe Hayes. They are great resources.) But it may be time for another open discussion of what exactly is a 'fake.'

One last note; the Winter 1996 issue featured Stephen Cresswell's story of tracking down several Socialist Party items. Reader John O'Brien (APIC 4367) wrote in to add some information to the story of the button which reads "Vote to Bring GI's Home from Viet Nam - Vote Socialist Workers Nov. 8." Cresswell identified it as a 1966 item. O'Brien states further that the button came from the 1996 New York State election campaign of Judy White for governor and Paul Boutelle for Lt. governor. He also points out that the U.S. had "advisors" in Vietnam as early as the 1950's. Politics and history are always contemporary.

Michael Kelly
Editor

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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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Illustrations: The editor wishes to thank the following for providing illustrations for this issue: Patrick Brumleve, Liz Clare, Roger Fischer, Theodore Hake, Doug Kelley, John Koster, James Milgram, Edmund Sullivan and Ron Wade.

Covers: Front: Small black and white handout folder. **Back:** Red, white and blue poster from the campaign of Sen. Prescott Bush.

IN THE NEXT ISSUE



Roger Fischer reviews the history of the Whig Party. It elected two presidents (Harrison and Taylor) and others (like Lincoln) began their political career as Whigs. The Whigs produced many of America's most important political figures (like Clay and Webster) and wrestled with critical issues in the development of our nation. Many other interesting items and topics are also featured.



1

BUSH BUTTONS OF 1988

By Ronald E. Wade

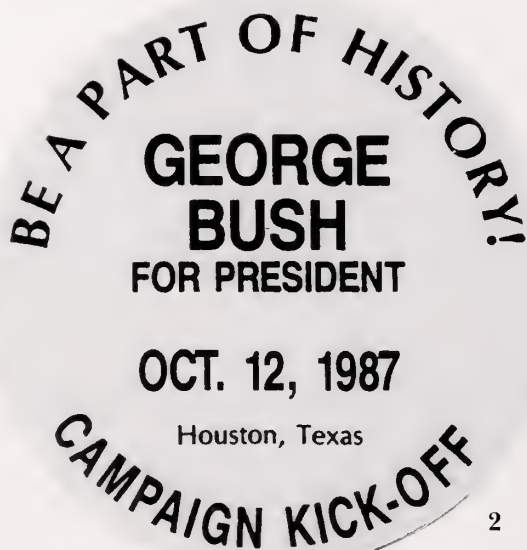
As a thirteen year old in the fall of 1963 I began a journey of collecting which has taken me far and wide in the pursuit of campaign collectibles of George Herbert Walker Bush. I remember my seventh grade year in school, sitting at my fold-top desk covered with Goldwater '64 and Draft Bush Senator bumper stickers. Even at that age I collected every scrap of paper and button related to Bush, as I sincerely thought he would become President someday. A quarter century would pass before that would become a reality with his election as President in 1988.

Since 1988 I have been approached by various members of the hobby wanting a listing of the "best Bush buttons." Just as Gerald Ford buttons languished near the bottom of the value scales in our hobby for many years, Bush items have remained a steal. Many in our hobby will no doubt disagree with my selections but these are the selections of someone who scoured the nation in pursuit of Bush items and I well know the scarcity of each shown here. Other than the first few items listed, which I consider the rarest Bush items, the remaining items are listed in no particular order of importance other than they are among the top Bush items. Keep in mind these are only items from 1988. 1992 items appear in the following article. My opinion is based on scarcity, attractiveness and his-

torical significance. Often-times, individuals in our hobby place more significance to an item than called for, based strictly on scarcity. In my opinion the scarcest button in our hobby has little value unless it has eye appeal or at least historical significance. By the way, I don't have a single one of the listed buttons for sale so I have no motive in adding any particular button to the list other than my personal findings.

By far the scarcest Bush item is the gorgeous "Member of Congress" 2-1/8" gold, black, white, blue, red and yellow celluloid button (#1). Created as a tasteful response by Republican members of Congress to anti-Quayle buttons worn by Democrat members on the House floor, it represents the only known instance of members of Congress creating a campaign button for a presidential candidate themselves and for their specific use. Only one button was given to each Republican member and only a handful have made their way into the hobby. Only 176 were manufactured.

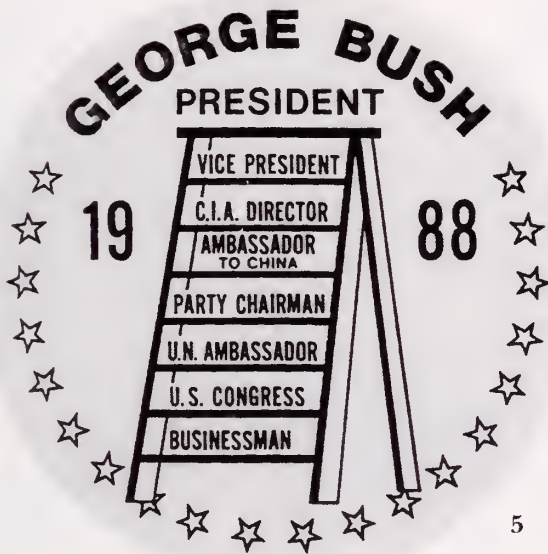
Second in importance is the "Be a Part of History" 3" rwb celluloid (#2) officially issued for Bush's Houston announcement for President in 1987. These were worn by staffers the week before the event and at the rally and again only a handful have entered our hobby. Another 3"



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3



rwb celluloid (#3) was also given out at the same announcement, the "Texans for Bush '88" rwb celluloid which has appeared in hobby auctions occasionally but has been confused with the more common 4" version worn by my fellow Texas Bush delegates to the 1988 GOP National Convention in New Orleans. This 3" is much rarer and more significant.

Number three in importance is the 2-1/2" rwb celluloid "Surrogate Speaker" (#4) pin officially issued early in the campaign to be worn by a group of prominent Republicans who toured the nation as surrogates for Bush. Most of the best-known stars of the party wore these at functions throughout the nation and again only a few entered the hobby.

The others are:

5. This ingenious 3" rwb celluloid uses ladder steps to show the many offices Bush held leading to his ascension into the Presidency. I've never seen another in the hobby.

6. These 4" rwb cellos feature the steamboat on which Bush and his family arrived in New Orleans to kick off the 1988 National Convention. Many failed to notice but Bush's own grandchildren were the young people handing these out at the rally.

7. "I'm Taken By George" is on this attractive 2-1/2" rwb, blk. celluloid issued for the Florida State Convention. Few ever entered the hobby.

8. "The Man for the Oval Office" rwb celluloid is oval itself and the play on words adds to its interest. It is quite scarce and was officially issued for the Missouri State Convention.

9. Several in our hobby will gasp to see this added to the list. This 1-3/4" rwb,blk. cloisonne clasp-back was looked down upon by some in the hobby since the source seems to be a young Republican activist at the convention from Louisiana. All I know is they were seen at several important Bush committee meetings where these were worn by Louisiana officials, it was created in support of a candidate, and it was not issued for or for anyone in our hobby. I know of only a couple in the hobby and as far as I know it has never come up for sale in the hobby.

10. "Yes, I'm a 1988 BUSHman", a rwb,blk.,grey and flesh-colored 3" celluloid plays on the popular movie "Crocodile Dundee" character and should shoot to the top in our hobby for its cuteness. I've only seen a couple in the past eight years.

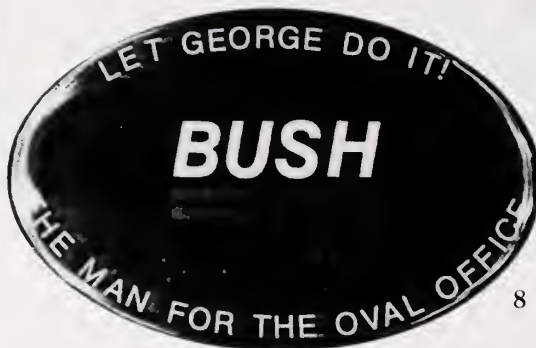
11. This Suffolk County, NY 3" RWB celluloid with its facing Elephant and Duck was issued in very limited numbers and worn at the GOP National Convention.

12. "N.J. and Bush/Perfect Together" is a 4" rwb,blk. celluloid which I never saw at the 1988 Convention but afterward saw in a video of a convention session. I gasped as I saw it on screen since I had missed this rare well-made beauty at the convention and located it a couple of years later.

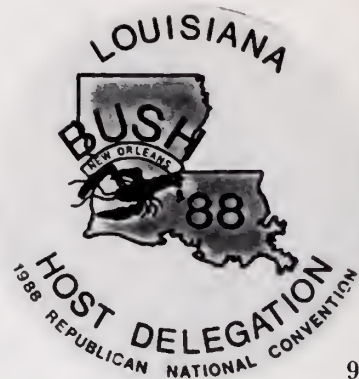
13. The 1-1/2" rwb celluloid Kentucky Delegation button was one of the hardest buttons to obtain at the convention but collectors need to be aware a reproduction has been made of this button and sold in the hobby. The



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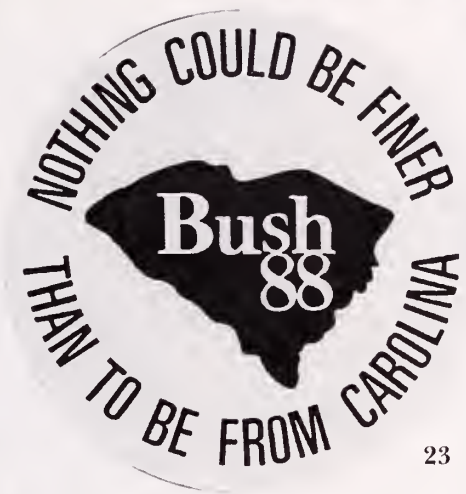
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original is solid blue around the curl. The original should still be in collector's top listings, however.

14. Another gasp will be heard in the hobby as I list the famous Bush-Quayle "elephant ear" jugate. This button was issued by the official convention vendor, Political Americana, and sold at their many booths there. The \$10 price tag at the convention held down sales and the vendors said the button was intentionally issued in very limited numbers as they came out only the day following the announcement of Quayle as the Veep choice. Indeed the photo of Quayle was taken at the arrival of the riverboat in New Orleans. It was so fresh you could almost smell the ink as you reluctantly handed over ten bucks for a vendor button! The company later did issue the same design in a very common square version but kept their word by not issuing more of these after the convention that we know of. You see very few in the hobby and they have consistently sold from \$35-\$50 and now even higher. I predict that barring a sack of these being dropped on the hobby the attractive design lifted from the Taft-Sherman jugate should keep this a top button in our hobby.

15. "The Massachusetts Miracle" is a play on Michael Dukakis' supposed rebirth of Massachusetts from deep recession prior to 1988. This 2-1/2" black on yellow celluloid was issued instead to refer to the birth of George Bush in Milton, Massachusetts. It has little eye appeal but says a lot for the election. I first saw it on the lapel of a supporter in a newsmagazine in 1988 and finally tracked it down in Massachusetts later during the election. I've only seen a couple in the hobby.

16. The 2-1/4" black and white celluloid from Idaho is a hopeful rather than coat-tail button boosting Sen. Jim McClure for Vice President. He was not a candidate for reelection in 1988. Only Marc Sigoloff in the hobby had the foresight to track this down at the convention. I obtained mine from a delegate after the convention and after many phone calls. Only 36 were manufactured.

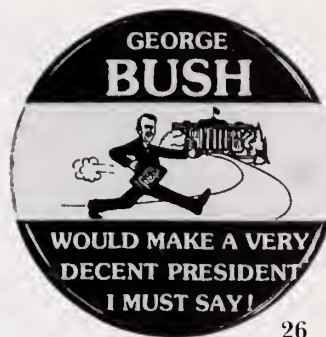
17. The 2-1/4" white on blue celluloid "Bush/Heinz/Paterno" Pennsylvania-issued from the national convention refers to popular coach Joe Paterno who was a delegate for Bush at the convention and made one of the more dramatic seconding speeches. The Heinz was Sen. John Heinz, later the victim of a plane crash. The button is very popular in the hobby and appeals to sports collectors as well.

18. Another convention delegation button from Massachusetts, this 2-1/4" white on blue celluloid again refers to Bush's birth in Massachusetts and was not easy to pry from that delegation's members.

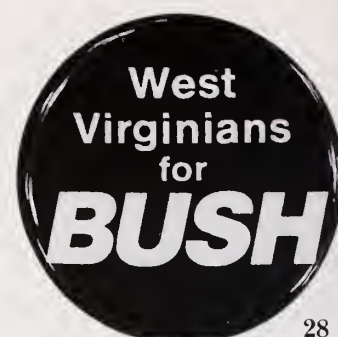
19. Colorado's delegation issued this attractive rwb, yellow celluloid incorporating the state flag, which was used again in a similar 1992 design. These were very tough to obtain at the convention and since.

20. South Dakota issued an attractive Mount Rushmore I" rwb on gold clasp back for its delegates and it took the Governor of South Dakota to get one for my collection.

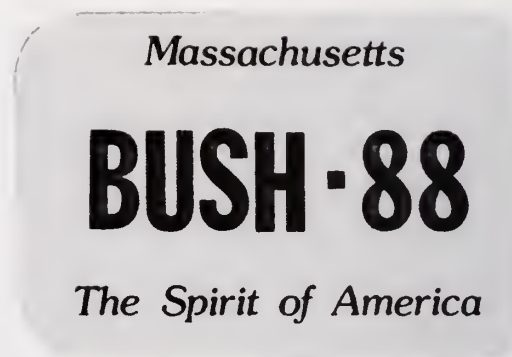
21. This 2-1/4" white on red celluloid refers not to "me" but to the abbreviation for the state of Maine. The same



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#29 may lack the name of the candidate but it is probably the first official Bush campaign button of the 1988 race. For more details see *The Keynoter* Summer/Fall 1988.



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design was re-issued by the state in 1992 in a lighter red version which is also scarce. Mine was given to me by Bush's daughter, Doro, who was a Maine delegate. The Bush children were well represented at the convention with Doro from Maine, George W. Bush a delegate from Texas, Jeb a delegate from Florida, Neil a delegate from Colorado and son Marvin from Maryland.

22. The Lubbock, Texas headquarters issued this attractive 2-1/4" rwb celluloid and only a couple have entered the hobby.

23. The South Carolina delegation issued this 2-1/2" rwb celluloid for the convention.

24. One of the few advertising pieces issued is this 3-1/2" rwb celluloid by a Jacksonville, Florida professional fundraising company given to national convention-goers. It is very rare.

25. This 1-1/2" rwb,blk. and gold photo celluloid was a sample button and only a couple known examples have entered the hobby.

26. This 1-3/4" purple, white and black celluloid featuring its witty saying and cute graphics should keep this button popular in the hobby. The artistry was by Tom Anderson and is a take-off of the Martin Short nerdy character (Ed Grimley) on Saturday Night Live in the mid-80's.

27. This attractive license plate-shaped rectangle rwb celluloid was issued by an activist Massachusetts legislator prior to the convention.

28. The "West Virginians for Bush" 1-1/2" white on blue celluloid is one of the scarcest Bush buttons, with only one given to each delegate of this small delegation.

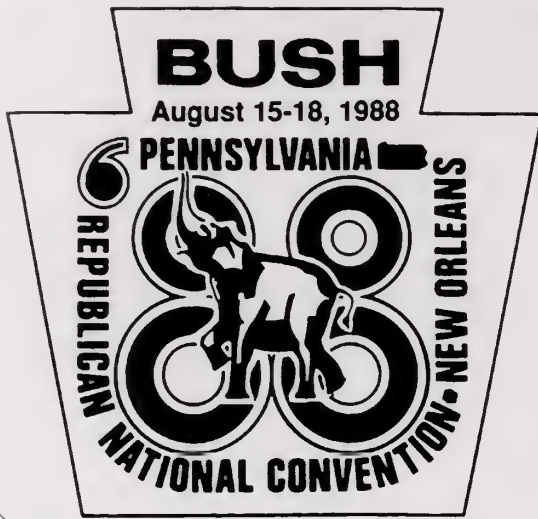
29. The "Majority In '86" from Michigan was an official issue of Bush's "Fund for America's Future," his political action committee prior to his announcement. This is perhaps the first official Bush button for 1988 but doesn't have his name and for that lacks the appeal. It is a 3" rwb celluloid.

30. One of my favorite buttons is this 2-1/4" hand-made and hand-drawn "Kids for Bush" button made by the young daughter of a Galveston, Texas delegate to the convention. She made up a handful of these to give to Bush's grandchildren for the convention and only pleading through her father was I able to obtain one. She had worked long and hard on these and I've not seen another since the convention.

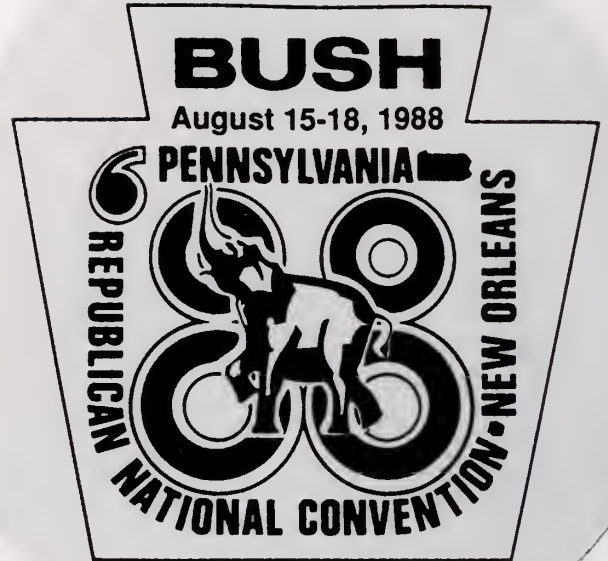
31. The New York delegation's 3-1/2" rwb, blk. celluloid could be obtained much more easily at the convention but was never common.

32. This 3" blue on white celluloid for Kane/McHenry County, Illinois was issued by State Representative DeLoris Doederlein for the national convention and is quite scarce.

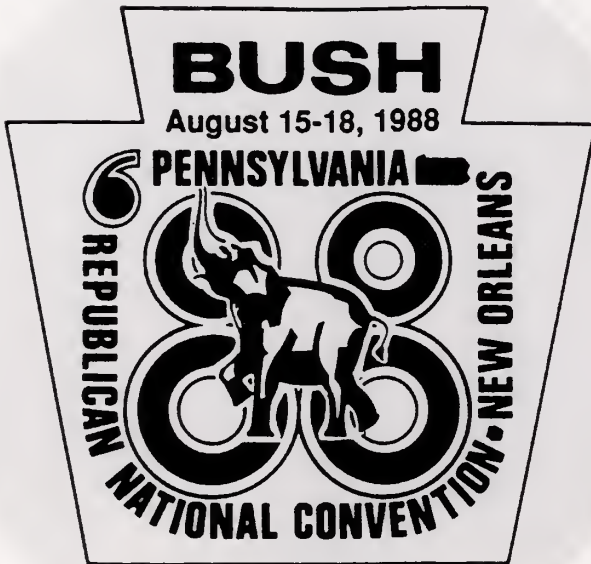
33/34/35. Pennsylvania's delegation issued three versions of its 4" rwb celluloid for the convention: a rejected version with a keystone too small to be considered attractive and a larger keystone version finally adopted and its



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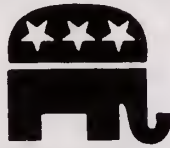
PENNSYLVANIA



BUSH

36

VOTE STRAIGHT REPUBLICAN



BUSH

LEVER B-1

TO

GENTHERT

LEVER B-11

37

JIM SMITH

SECRETARY OF STATE

FLORIDA

FOR

BUSH

88

REPUBLICAN NATIONAL CONVENTION
NEW ORLEANS, LA. AUG. 15-18, 1988

38

TO BE SURE

PUNCH

48

VOTE STRAIGHT REPUBLICAN

39

NEW REPUBLICANS FOR

BUSH

QUAYLE

88

40

TEXANS

for

BUSH-

QUAYLE

in '88

41

much rarer serial number version given to delegates and alternates only.

36. Another Pennsylvania issue is this "Pennsylvania (hearts) Bush" rwb 4" celluloid which is also hard to find.

37. Yet another Pennsylvania 4" rwb celluloid is this "Bush/Genthart" coattail of which several have entered the hobby since 1988.

38. The "Jim Smith" 4" rwb celluloid issue is also from the national convention and issued by Florida's Secretary of State. He gave these out in very limited numbers to Florida delegates.

39. The "Punch 48" 3" rwb celluloid is scarce but lacks Bush's name identification and will appeal mostly to specialists.

40. This 3-1/2" rwb celluloid "New Republicans" came out of Chicago and only a couple are known.

41. This Texas-shaped white on blue plastic pinback was made up as a sample for the Bush campaign and as far as I know never produced. It was given to me during the campaign by current Texas Governor George W. Bush and is the only one I am aware of in the hobby.

42. The 4" rwb celluloid Texas Delegation pin is not easy to come by currently although it was available in the hobby during 1988-500 were originally issued.

Two Inaugural items are quite rare also:

43. This 2-1/4" rwb celluloid was reportedly made for use by Bush Family members for the Inauguration to identify them as they rode official family-designated buses to inaugural events.

44. The "Bush & Houston Proud" white on blue 2-3/16" celluloid was issued by Harris County Judge Jon Lindsay for Houstonians to wear to the inauguration and is quite scarce and significant since it refers to Bush's adopted hometown of Houston, Texas. Only 500 were produced and very few are in the hobby.

45. This well-made 2-1/4" rwb celluloid from a reception at the national convention is considered one of the tops in the hobby and few collectors have one. Don't confuse it with the common "Lawyer's" version.

46. I spotted this 2-1/8" white on blue celluloid, on a young female student from Georgetown University riding the subway during the Inaugural in 1989. I was unable to pry it away from her but finally picked it up six years later. I've not seen another.

47. This gorgeous 4" rwb celluloid from Bush's raceway visit in '88 is very well made and quite scarce.★



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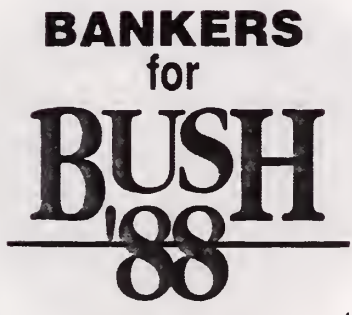
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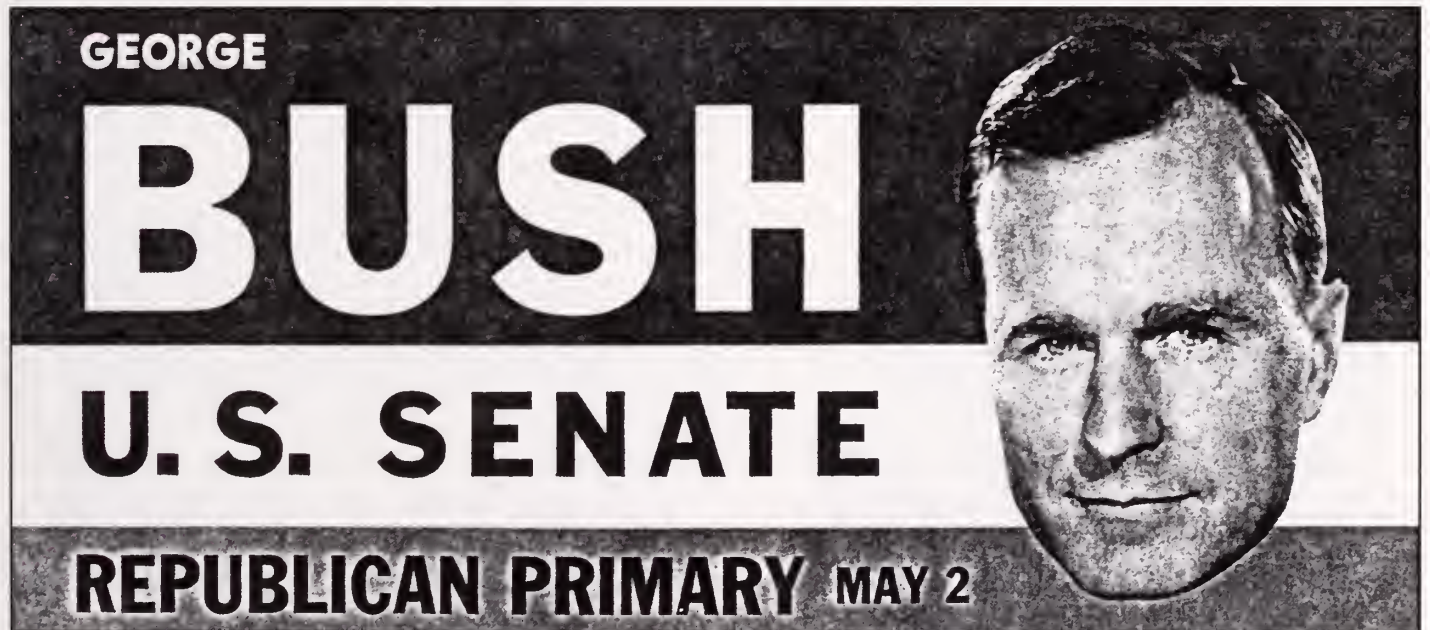
47



45



46



A brochure from George Bush's first race for elective office, his unsuccessful 1964 race for U.S. Senator from Texas. Although he reached the Presidency, Bush never won a Senate seat despite trying twice (in 1964 and again in 1970).

BUSH BUTTONS OF 1992

By Ronald E. Wade

In 1988 as "the Bush collector" I felt I had to have every single Bush campaign button for my collection, including the numerous vendor buttons. By 1992 my taste had advanced to the point that a Bush button had to meet my criteria of importance to be added to my collection: scarcity, attractiveness and historical significance. In 1993 I donated my huge Bush memorabilia collection to the future Bush Presidential Library which will be built in College Station, Texas.

What I have noticed about items in my 1992 best list is that during 1992 you could find many of these on lists of people in the hobby, most of whom attended the Republican National Convention in Houston. Auctions brought high prices on most of these at the time. Since then "the best" have simply disappeared and are so dispersed in the hobby as to become very scarce. I suspect the values of these items when they do show up again in the market will skyrocket.

My listing of the best of 1992 are:

1. Kentucky's unique National Convention Delegation issued "scratch-off" jugate. It is a 3" rwb celluloid with black & white photos underneath the silver scratch-off area. By far the most unique and valuable button from the Bush campaign in 1992. Several entered the

hobby but its design and "cuteness" should keep it a top item in our hobby. (Both scratched & unscratched shown)

2/3. Pennsylvania's National Convention Delegation button again leads the top list of Bush items. There were two official issues. The first is a 4" rwb celluloid jugate with a serial number on each, while the second lacks the serial number and has a slightly different arrangement of graphic images. Delegates and alternates received one of each in their delegate packets. Delegates were not informed that the two were different and it was possible to get varieties of each at the convention. Several entered the hobby through those attending the convention but again being the "best Bush jugate" for 1992 should insure its value in our hobby and it has sold for \$85-\$100 in most of its auction appearances.

4. The "Another State Legislator for Bush" 2-1/4" blue on white celluloid is very well made and was extremely difficult to obtain at the GOP National Convention where they were dispensed from a private suite in the convention hall inaccessible to anyone but VIP's. Very few are in the hobby.

5. This 3" rwb celluloid "We're Riding in the Bushmobile to Victory" came out late in the campaign and I've not seen another example.



1A



1B



2



3

6. Pennsylvania not only issued the two celluloid buttons for the convention but had an official blue and silver foil identification badge for each delegate. Delegates would not give these up and I obtained mine from the state party after the convention.

7. The most difficult button to obtain at the national convention was the Virginia Delegation's VIP 3" rwb celluloid which delegates had to wear in order to attend that delegation's events, meals, and to ride their bus to the convention hall. A few have entered the hobby after the convention but not having Bush's name on them insures they will never have the value of some other items much less scarce.

8. Indiana issued a wonderful delegation badge for the national convention which is a red ribbon with Indiana-shaped metal piece on top of a blue ribbon hanger. The badge referred to native son Dan Quayle and is very scarce.

9. This wonderful 6" Colorado delegation blue on white celluloid features scenes around Colorado and was available in very limited numbers on the convention floor for \$10 each from a Colorado Delegate. Since the convention I've seen only one make it into the market and that was in 1992.

10/11/12. The Louisiana delegation issued three different buttons for the convention. The best is the 3" rwb celluloid "Pro-Bush/Pro-Family/Pro-American" with serial number on the reverse followed by the 3" rwb celluloid "Crossroads Between a Losing Governor and Winning President" and the 3" rwbgold celluloid "Bush and Cajun Cuisine". The last two were issued in smaller numbers at the convention and were much harder to obtain.

13. New Jersey's 3" rwb celluloid with the outline of the state was quite difficult to obtain at the convention and was on the "want list" of many who

Another
STATE
LEGISLATOR
for
BUSH

4

left the national convention. The outline of New Jersey is in the background but is difficult to photograph.

14. Nebraska issued an attractive 2-1/4" multi-colored celluloid for their delegation is very rare.

15. This 2-1/8" celluloid featuring the Hawaii state outline has not been seen in the hobby and its origin is unknown.

16. Missouri's delegation issued a 3" blue and white celluloid which is rare.

17. The 3-1/2" blue and white celluloid from Cuyahoga County, NY, refers to the number of Bush Republican voters registered in the county during a special registration drive and is scarce.

18. South Dakota's delegation's 3" rwb, grey cello features Mt. Rushmore's version of Abraham Lincoln in the background and was tough at the convention and since.

19. South Dakota's Governor issued a rare 1-1/4" blue, black & gold enamel clasp-back pin for the convention and many in attendance overlooked this beauty.

20. Several of these "Bully for Bush" 3" North Dakota delegation buttons entered the hobby since the delegation sold extras in the convention hall. However, its graphic appeal should eventually bring it to the top of Bush items as these initial numbers are dispersed in the hobby.

21. South Carolina's 2-1/4" rwb, grey delegation celluloid has similar appeal.

22. A Colorado delegate again issued the state-flag design 2-1/4" multi-color celluloid which has all the beauty to keep this a popular button.

23. The 3" white on blue "Michigan for Bush" cello was on the want list of many APIC members after the convention. I got mine on the convention floor trading a Texas delegation badge with Michigan's Governor John Engler. I failed to notice it was him until we consummated the trade.

24. This 3" Apple red and white celluloid was the official Washington state delegation badge and a beautiful die-cut matching poster was used on the convention floor by them also.

25. The "Bush Quayle 92 Youth Staff" has been judged by Marc Sigoloff as one of the top in the hobby but lacks the eye appeal to attract many non-specialists.

26a & b. These 2-1/2" Maine Delegation full color beauties were originated by George Bush's personal barber (a delegate there) and few made it into the hobby.

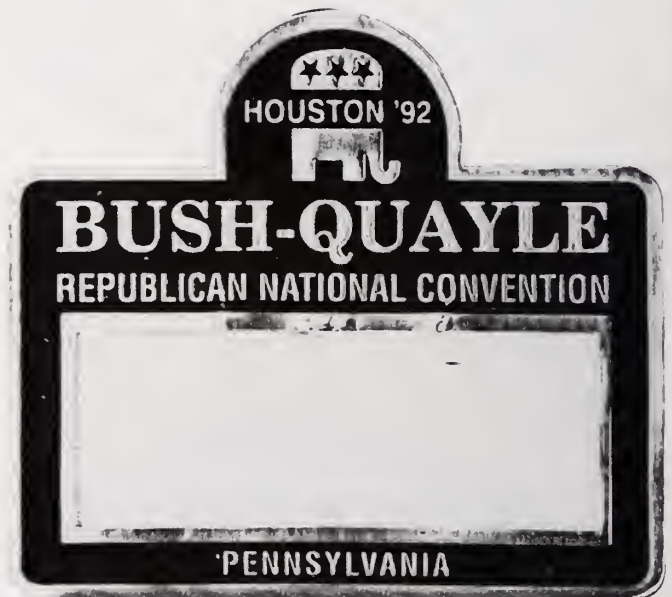
27. The Texas Delegation's 3-1/2" rwb celluloid was readily available at the convention but supplies appear to have been thoroughly dispersed.

28. Montana's big 3-1/2" rwb celluloid also was somewhat available at the convention.

29. Minnesota issued this full color 3" celluloid jugate which someday may rise in value but was sold widely on the convention floor and afterward.

30. The 2-1/8" rwb celluloid "California 100% for George" from that delegation was difficult to find at the convention.

31. Maryland's delegation issued this colorful 2-1/4" rw,blk. yellow celluloid for the convention and it is scarce.



32. Rhode Island's delegation badge is scarce but lacks the Bush name on it. It is a 1-1/2" blue and white celluloid

33. Iowa's delegation issued this attractive 3" red, white and black celluloid which is less desirable than the others listed, especially with Bush's name having been left off.

34/35/36/37. These four attractive and well-made celluloids all came out of New Jersey in 1992. All four are quite scarce.

38. Only those who drove to the Adam's Mark Hotel in far west Houston came away with one of these rwb 3" plastic buttons. I've seen only a handful in the hobby, made to welcome the California Delegation which was housed in two different hotels next to each other.

39. A similar 3" rwb celluloid was issued by the Holiday Inn Crowne Plaza for the Texas Delegation and since it was closer into town a few more entered the hobby.

40. The same hotel issued this clasp back rwb enamel beauty, again to welcome the Texas Delegation to their hotel.

41. Indiana showed pride in it's native son in another issue as well. This tiny rwb plastic pin was available only at their delegation headquarters.

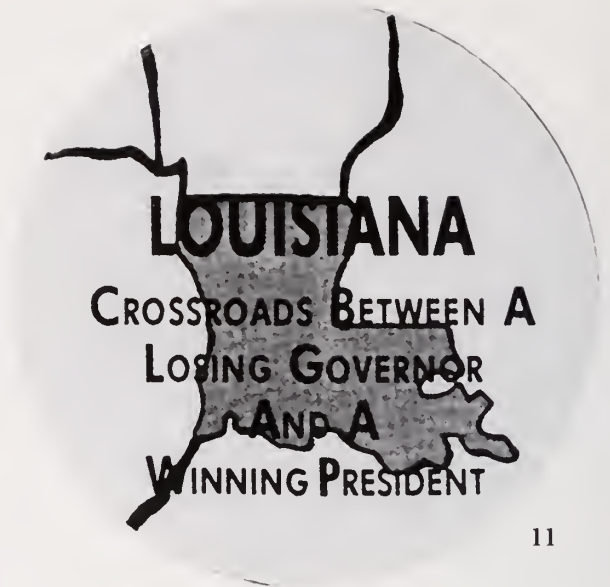
42/43. These two 2-1/4" rwb celluloids were sold by a Kentucky delegate to the convention and I have seen some which made it into the hobby but not many.

44. To finish off the list I will list perhaps the last Bush button issued during his presidency. This gorgeous rwb, brown and black rectangle celluloid was issued to welcome George & Barbara back to Houston following the 1992 loss. I haven't seen another.★





10



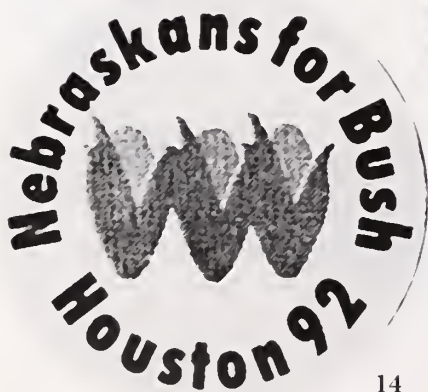
11



12



13



14



16



15

CUYAHOGA
CO.
857410
FOR
BUSH

17



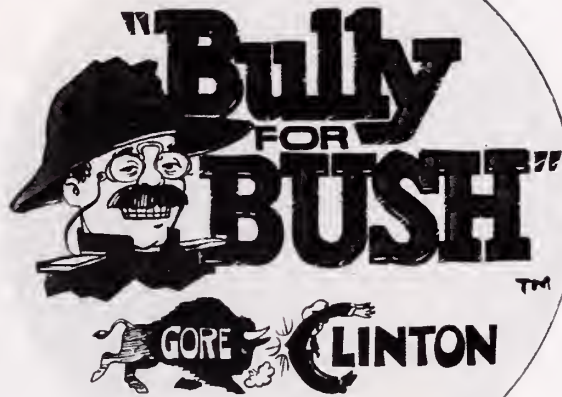
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18



21



20



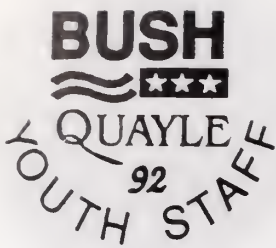
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23



24



25



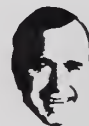
26A



26B



27



Support our President, put

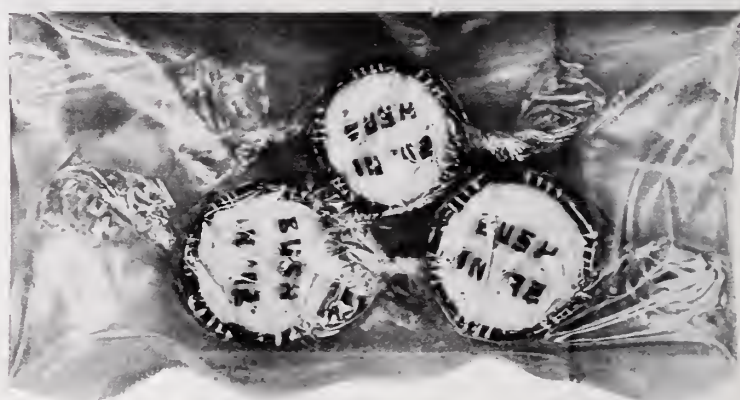
*"Bush on Every Tongue"*TM

in 1992!

"Taste the difference!"



28



An interesting 3D item: "Bush in '92" candy urging supporters to put "Bush on Every Tongue."

CALIFORNIA
100%
FOR
GEORGE

30

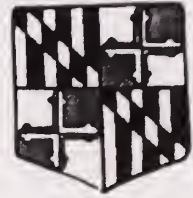
BUSH - QUAYLE



1992

29

MARYLAND DELEGATES FOR BUSH & QUAYLE



HOUSTON, TEXAS
AUGUST 16-20, 1992

31



33



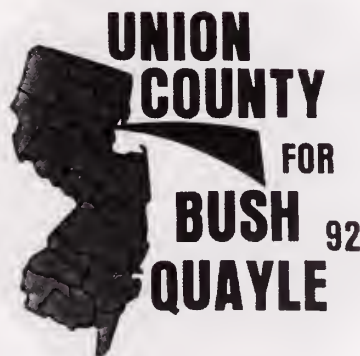
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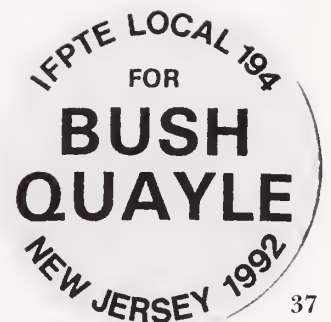
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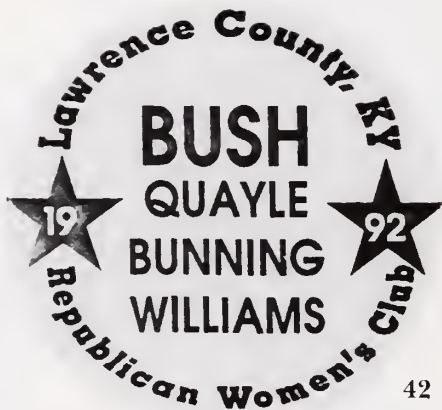
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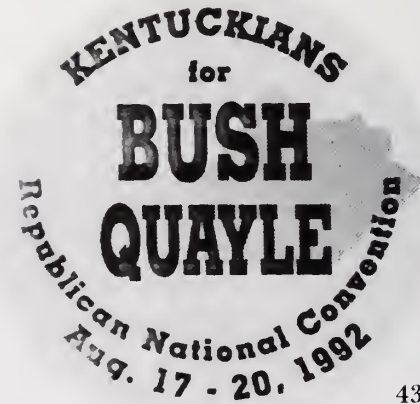
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40



42

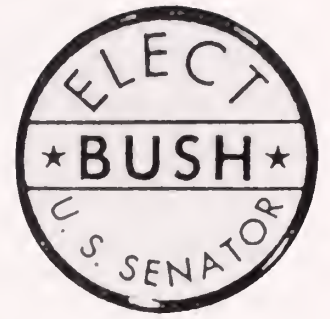


43



44

Modern campaigns offer a wide variety of buttons, many – if not most – produced by vendors rather than by the official campaign headquarters in Washington. Collectors continue to debate the status of vendor buttons but vendor buttons have marked campaigns since the 1890's.



FOR
BUSH
 U. S. SENATOR

Politics is sometimes a family business. George Bush's father, Prescott Bush, was a U.S. Senator from Connecticut. His son, George W. Bush, was elected Governor of Texas in 1994 while another son, Jeb, came with an eyelash of being elected Governor of Florida the same year. Even President Bush's brother, Prescott Bush, Jr., unsuccessfully sought a Senate seat from Connecticut. Above is a campaign postcard and two buttons from Sen. Prescott Bush's campaign. Below is a family Christmas card from Sen. Bush plus buttons from the 1994 races of George W. Bush and Jeb Bush.



Eleanor On The Campaign Trail

By Liz Clare

(Originally published in The Democratic Spirit)

I AM A DEMOCRAT—Because it seems to me that the Democratic party is the only party whose fundamental principles promise progressive growth in a sane way. It is the only party which on the whole meets the question of deepest interest to women in a way to help the majority that need help and not only a favored few. This is where it differs from the Republican party. In its policy on international affairs it meets more hopefully and constructively than the LaFollette group the greatest interest to all women—the steps which we shall take to end war.

Mrs. Franklin D. Roosevelt.

A quote from the Women's Democratic Campaign Manual issued in 1924 during John Davis' unsuccessful campaign against Calvin Coolidge and Robert LaFollette.

When Eleanor Roosevelt married her cousin Franklin in 1905, the very idea of woman's suffrage was viewed as a joke in most regions of the country. Certainly only a very eccentric woman would openly discuss politics, let alone take an active role in the political process. Eleanor Roosevelt shared these views and for many years opposed giving women the right to vote. Yet as she grew and changed, Eleanor Roosevelt became the foremost woman politician of her time.

Eleanor's emergence on the political scene began after her husband was stricken with polio in 1921. When Franklin ran for vice-president in 1920, she had given a few interviews and joined Franklin for a few stops on the campaign trail. She also joined the newly formed League of Woman Voters, an organization which gave her her first taste of politics on her own.

After Franklin's illness, however, Eleanor found herself responsible for helping to keep his political career alive while he struggled to recover. For Eleanor, it was just the excuse she needed to become more involved in a world that she was coming to love. Eleanor became a political leader of the women of Dutchess County, where Hyde Park is located. At the same time, she joined the Women's Trade Union League, a militant women's group that included the first women outside her own background with whom Eleanor became friends. She also became involved in the strong peace movement of the 1920s.

In 1924, with the coaching of Franklin's aide Louis Howe, Eleanor helped organize New York for the Democrats, while fighting within the party for an increased role for women. She had improved her speak-



President Franklin D. Roosevelt and First Lady Eleanor Roosevelt on a public tour during 1935.



**WE
DON'T WANT
ELEANOR
EITHER!**

Eleanor's willingness to speak out for unpopular causes made her the target of many satirical buttons.

ing ability, even seconding the nomination of Al Smith as governor at the state Democratic convention. She went on that year to head the women's platform committee at the Democratic National Convention.

Eleanor's stands on the evolving issues of old-age pensions, unemployment compensation, and wages and hours legislation had a profound impact on Franklin's thinking. Joseph Lash writes that by this time, "She had developed into a hard-hitting campaigner whom the Democrats frequently asked to present the party's viewpoint in debates." She lectured, spoke on the radio, and wrote articles for magazines. Al Smith, the governor of New York then positioning himself for the presidency, regarded her as a valuable ally.

In 1928, Eleanor took over the women's division of the New York Democratic State Committee, just as her husband prepared to reenter politics. But Franklin's return to the political scene meant her retirement - or did it? The Democrats chose her that year to head up the women's work for the national campaign.

During FDR's years as governor, Eleanor performed the traditional duties of a First Lady. But she also sought to influence Franklin to appoint more women. Before long, Franklin was asking her to represent him at Democratic functions and to inspect state facilities on his behalf. She continued her work on behalf of women's issues, even joining picket lines, all the while claiming "Politics do not excite me."

After Franklin's landslide reelection in 1930, he became a front-runner for the Democratic presidential nomination in 1932. Campaign manager Jim Farley asked Eleanor to help turn out the women's vote. She also helped in the preparation of campaign biographies, cultivated leaders in other states, and traveled extensively for the campaign. Yet at first Eleanor was unhappy at the prospect of becoming First Lady. She was afraid she would become a prisoner of protocol and tradition, unable to be her true self that she had discovered over so many hard-fought years.

Eleanor needn't have worried. She broke new ground as First Lady, holding press conferences and speaking out on controversial issues such as peace, the eradication of poverty, and rights for women and minorities. Reporters who once parodied her became more complimentary when she turned out to be one of the best news sources in

Washington. During FDR's first term, Eleanor persuaded Jim Farley to make the women's division of the Democratic National Committee permanent.

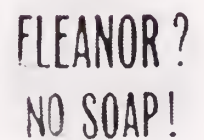
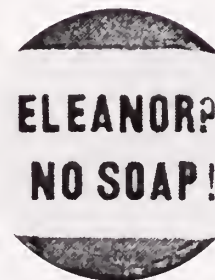
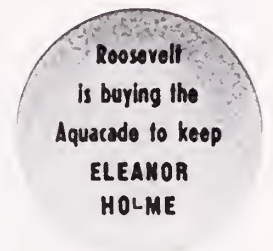
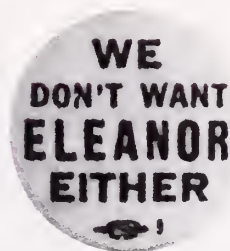
Some projects, such as a model town in the Appalachians, were unsuccessful. Others, such as her radio speeches, lectures, and newspaper columns, were effective publicity for the New Deal and other causes.

The 1936 campaign was Eleanor's first without the guidance of her good friend Louis Howe, who had died. Some of FDR's advisors were worried about her being a liability to the President, especially in the South, where her stand on black rights was very unpopular. The decision for her to accompany Franklin on the campaign trail but not speak was short-lived, as women clamored to see and hear her.

During the second term, Eleanor and Franklin were real partners, working together to devise policies and win support for them. During this time, she became involved in several of the most famous incidents of her career, including her resignation from the Daughters of the American Revolution when they snubbed the famous opera singer, Marian Anderson, because she was black.

For the rest of her life, Eleanor would continue to work for the cause of civil rights. She also became an advocate for the young. And, as Nazism rose in Europe, Eleanor, like many peace activists, became an interventionist.

Eleanor was not happy when Franklin decided to run for a third term, especially since he did not consult her in



A controversial figure and an outspoken social critic, Eleanor inspired numerous buttons. Most of them criticized her activism.

the matter. When asked what it was like to be the wife of a public official for thirty years, she replied bluntly, "It's hell." But she played a key role in the campaign in 1940. She was sent to the Democratic convention in Chicago to rescue the foundering nomination of FDR's choice for vice-president, Henry Wallace. She had become more popular with the nation, and her columns and public appearances were very successful.

Soon after FDR's reelection, the United States entered World War II. Now, Eleanor had a new role, traveling the world visiting America's GIs. During this time, a Gallup poll showed that "Eleanor Roosevelt is probably the target of more adverse criticism and the object of more praise than any other woman in American history."

Eleanor worried about Franklin's health as the 1944 campaign approached, but she was even more worried about the prospect of a Republican victory if he did not run. The reelection campaign was subdued, due to the war and FDR's increasing frailty. Shortly after his reelection, on April 12, 1945, Franklin Roosevelt died.

Eleanor was sixty-one, vital, powerful, and sought-after as a leader. Harry Truman appointed her as part of the delegation to the first United Nations meeting in London.

Seasoned diplomats who wrote the appointment off as sentimental, came to respect her for her hard work and tough-mindedness. In 1946, she was appointed to the United Nations Commission on Human Rights, which drafted the Declaration of Rights for the fledgling body.

In 1948, Eleanor knew that Truman needed her, espe-

cially after Henry Wallace's third party candidacy began to lure liberals away from the Truman camp. Three of Eleanor's sons were involved in the movement to draft Dwight Eisenhower to replace Truman on the ticket. Eleanor endorsed Truman reluctantly, calling him privately "weak and vacillating." After the Truman victory, she hoped to help rebuild the party into a more liberal party.

In 1952, Eleanor was one of the strongest supporters of Illinois Governor Adlai Stevenson. After squashing a short-lived movement to draft her as the nominee, Eleanor brought the house down when she addressed the convention on the United Nations. Her popularity did not rub off on Stevenson, however. After Eisenhower's election, Eleanor left the United Nations, becoming a private citizen again for the first time in years.

Eleanor spent the next four years traveling abroad and also trying to build up a second candidacy for Stevenson. She played a central role in his 1956 campaign. She was particularly helpful in turning out the black vote. Deftly, she bested Harry Truman in the war for public opinion when he endorsed Averill Harriman. In a powerful address to the convention, Eleanor sounded the call for her generation to relinquish the stage to a younger generation of leaders.

After Stevenson lost yet again, Eleanor looked for a new horse to ride into the future. She was warm towards Hubert Humphrey and William O. Douglas, and cool to Lyndon Johnson. But her greatest distrust was reserved for John F. Kennedy, in part due to antipathy towards his father, Joseph P. Kennedy, in part due to fear of his



Mrs. Roosevelt, to her class on Human Rights, "Now, children, all together: "The rights of the individual are above the rights of the state."



NATIONAL REPUBLICAN COUNCIL - HOTEL McALPIN - NEW YORK

Eleanor Roosevelt was an outspoken advocate for her beliefs. Her newspaper column – called “My Day” – reached millions of readers. Millions of others heard her radio broadcasts or read about her, as in this April 17, 1939 issue of *Time*. Her opponents ridiculed her and hoped for a new first lady (such as Edith Willkie) but FDR never lost a presidential race. The cartoon above is from 1936 and is pictured enlarged 30%.

RATHER
AN HOUR
WITH EDITH THAN
“A DAY” WITH
ELEANOR

“MY DAY”
WHEN I VOTE
FOR
WILLKIE

WE WANT
EDITH
NOT
ELEANOR

ELEANOR
START PACKING
THE
WILLKIES
ARE
COMING

I don't want
ELEANOR
either

ELEANOR
Start Packing
THE WILLKIES
Are Coming

EDITH
WILLKIE
FOR
FIRST LADY



Catholicism, and in part a lingering hope for Stevenson. Eleanor traveled to the 1960 Democratic convention in Los Angeles to endorse Stevenson. But the generational change she had called for in 1956 had taken place, and Kennedy was nominated. In the end, Eleanor spoke and worked for his victory.

It was to be her last campaign. Eleanor died on November 7, 1962, after a political career that lasted almost forty years. Her influence on American politics and on generations of women cannot be overestimated.★

"While it is true that she is this country's pre-eminent First Lady and a major influence in her husband's political career (she often described herself as 'Franklin's eyes and ears'), Eleanor Roosevelt will be best remembered in the future as one of this century's foremost champions of human rights."

- Dr. Edmund B. Sullivan

A rare handcard boosting Eleanor for President (right). She was a strong supporter of Adlai Stevenson's White House hopes even against JFK in 1960 (below).

WE DON'T WANT WAR



**We Want
Eleanor**

45

WOMEN constitute one half of the world's population and should they go on strike against child birth that would be the end of man—therefore an appeasement is in order and it's high time a woman is elected President somewhere in this war-mad world of man's making. It would electrify a world and be historic.

Nominate and Elect

ELEANOR ROOSEVELT FOR PRESIDENT

45



A Visit by Mrs. Roosevelt

By Patrick Brumleve APIC 8650



Several years ago I was a flea market in McLeansboro, Illinois when I came across a unique button for an event attended by Eleanor Roosevelt. The button stated: "White-Wayne-Edwards-Wabash Counties Welcome Mrs. Roosevelt June 15, 1936." Being from southern Illinois I recognized that these were counties from the southeast and that the pin had a local significance. The button was slightly foxed on the top edge, but that did not deter from its appeal. I figured that the button was rare, but how rare? I asked the dealer what he wanted for it and he replied, "Twelve dollars." I quickly bought the button, assuming that I probably made a fairly decent purchase. A few months later Frent offered a mint condition version in Auction #31 that went for \$377. You can imagine my personal satisfaction and surprise that I had made a major find. I put my button in a shadow box with other political pins that I had on display. I promised myself I would do some research on the Roosevelt trip and try to learn more about the event.



Mrs. Roosevelt with her "little dog Fala."

Time passed, and it was at a reception I was hosting for a state senate candidate that someone noticed the button and asked if I knew the story behind it. I replied that I had intended to research its history but never got around to it. I finally decided I had waited long enough and went to the local university's library where they had newspapers on microfilm. I found newspapers from the counties that were involved in the event and copied the news stories about Mrs. Roosevelt's visit. The information made an interesting story.

When Mrs. Roosevelt made her visit in June, 1936, Franklin Roosevelt was gearing up for what many believed would be a tough re-election bid. The depression was still raging and the press and other influential people were not that fond of Roosevelt's social programs. The Republicans thought that with the right candidate they might be able to unseat the President. On June 11, Kansas governor Alf Landon received the Republican nomination for president. Landon symbolized mid-western sensibilities, and many thought that he had the potential to carry the heartland. Landon also appealed to farmers and rural America. Roosevelt, a seasoned campaigner, was not about to write off any area or group for the upcoming election.

To combat the publicity of the Republican convention, Roosevelt conducted a 5,000 mile tour that took him to the Southwest and Texas. The tour also included a stop at Vincennes, Indiana on June 14 to dedicate the recently finished George Rogers Clark Memorial. Mrs. Roosevelt was scheduled to accompany her husband at the dedication and to make a joint address with the President. Because Vincennes bordered the eastern side of Illinois it was decided that Mrs. Roosevelt would travel to Grayville, Illinois after the ceremony to visit the summer home of Mrs. James M. Helm. Mrs. Helm, a widow of a rear admiral, served as social secretary for Mrs. Woodrow Wilson and was currently assisting Mrs. Roosevelt in social work.

Obviously the trip was for political purposes but was touted as a visit by the First Lady. It was planned as a huge "get acquainted" affair with farmers so that she would get "first hand knowledge of farmers and farming conditions" in southern Illinois. Roosevelt handily carried three of the four counties in 1932 with 60% of the vote, and only lost

Edwards county which was a Republicans stronghold. The announcement of Mrs. Roosevelt's visit was greeted with much fanfare in the *Grayville Mercury-Independent*. A huge picnic was planned for Monday, June 15 along with a parade, band performances, singing, and various tours. Some of the more unusual picnic activities included a hog calling contest, husband calling contest for women, and a rolling pin throwing contest for women. The old-fashioned farm picnic was to be sponsored by the "farm folks" and farm bureaus of White, Edwards, Wayne, and Wabash counties.

Mrs. Roosevelt arrived in Grayville early Sunday afternoon after meeting Mrs. Helm in Vincennes. The George Rogers Clark Memorial dedication went very well. Over 25,000 people attended the presidential visit and enjoyed a joint address by the first couple. After the ceremony Mrs. Roosevelt "rode in [Illinois] Governor Horner's personal car from Vincennes west to Lawrenceville, down Route 1 through Mt. Carmel and Albion to Grayville." The car was escorted by two Illinois highway patrolman. Governor Horner, who attended the Vincennes dedication, was unable to participate in the Grayville event, but loaned his car and driver.

A large crowd greeted Mrs. Roosevelt on the parkways and on nearby lawns. The streets and business buildings in Grayville "were decorated for her visit" and "huge welcome signs were hung across the streets, with pictures of farm live-stock in keeping with the farm picnic idea." She was presented a basket of pansies, her favorite flowers, at

the Helm home and quickly changed into a "blue dotted white satin suit." Mrs. Roosevelt was taken to the Grayville CCC camp and was the guest of about 150 youths for a lunch cooked and served by the regular personnel. After the meal, she inspected the camp and was shown the Wabash River from a hill. Mrs. Roosevelt returned to the Helm home and chatted with a group of newspaper reporters before attending an informal reception hosted by Mrs. Helm. Around 500 invited guests greeted the first lady and viewed the beautiful gardens of the home. She retired for the evening in preparation for the next day's grand event.

A committee representing the four counties worked very hard organizing the event. A loud speaker system was installed, speaker platforms constructed, concession stands erected, and tents for rest rooms, first aid and special guests were supplied. It was reported that the advance preparations "would have made the arrival of two circuses seem mild." Fifty state policemen along with officers from the secretary of state were expected to direct traffic and insure security. It was estimated that attendance could reach 10,000 for the picnic. A detailed program was carefully prepared and published in the local newspaper.

The first event was a review of the bands which came for the picnic. The bands paraded by the Helm's house that Monday morning, and "Mrs. Roosevelt stood on the front porch with her hostess, smilingly clapped hands as youths in school bands from Eldorado, Albion, Fairfield, Belmont, Carmi and Norris City passed." Mrs. Roosevelt was escorted to the city library where she saw a WPA sewing project and a NYA exhibit. She returned to the house and left for the picnic one mile north of Grayville on the farm of Mr. and Mrs. D.F. Frost. She arrived during the horse-shoe pitching contest, in time to witness the hog calling contest. It is not telling what the urban New Yorker really thought of the contest and her rural surroundings. She stated that the hog calling contest was "all new to me" and "laughed gleefully" at the event. It was reported that "her famous smile was seldom absent." Being a politician's wife and First Lady, Mrs. Roosevelt was used to unique customs and putting on a happy face. However, one can easily imagine Mrs. Roosevelt truly enjoying herself at the picnic.

The energetic first lady was very interested in seeing the other contests. Because of its nature the wood chopping tournament was held several yards from the stand, but Mrs. Roosevelt "jumped from the platform, pushed through the immense throng and was an interested spectator as the choppers labored through eight inch sticks of elm." She also observed the ball throwing contest and the rolling pin contest. At lunch time she sat on the floor of the platform to eat and was accompanied by her two secretaries and farm hosts, Mr. and Mrs. Frost. Thousands of people watched her throughout lunch and several "refused to leave their points of vantage and many of them, it is believed, missed their own lunch." Music during the hour was provided by amateur singers from the four counties.

Jimmy Sheldon's

"Our First Ladies' Waltz"



Dedicated to Mrs. Eleanor Roosevelt



The afternoon program began with a fifty piece WPA band from East St. Louis and Staunton playing the "Star Spangled Banner" while Joel Lay, a WPA music director, sang. The band was followed by a forty voice "colored chorus" from Colp who sang three spiritual numbers. Mrs. Helm was given the honor of introducing the first lady of the United States. The *Grayville Mercury-Independent* reported:

"Non-political topics were discussed by the first lady, who held the rapt attention of her audience. She touched on a better understanding between farm and city folks, upon the problems of farm women. She stressed the importance of interrelationship between the various classes to benefit all of the people.

"Taking up conservation, she said there has been little thought of saving for future generations because America had been a land of plenty. "We need to prevent soil erosion to preserve our forests, to prevent floods and to hand to our followers a nation that will support them. We are starting now to meet these problems and we feel we are pioneers as much as the pioneers of our ancestors."

"She made a plea for the young people, for education and asked the people to face the future with courage."

Mrs. Roosevelt's speech was "loudly applauded." She was well prepared for her address and was very knowledgeable on the government's farm policies. This was also

a great opportunity for her to publicize the direction that the Department of Agriculture was taking under the new administration. It was difficult to determine what the conservative Illinois farmers thought of the address's progressive theme. Most farmers resisted federal government intervention but eventually realized the importance of soil conservation and welcomed federal assistance. Today the topic is something that is taken for granted, but at that time farmers had to be convinced of its necessity.

Following the speech, Mrs. Roosevelt issued prizes won in the morning contests. The program closed with the audience singing "America" accompanied by the band. Immediately the crowd surged to the platform to try to get a handshake. The state police closed about Mrs. Roosevelt and escorted the party to her car. She was taken to a farm that was using conservation practices. She observed a terrace system built by the Wabash Valley association in cooperation with the CCC camp. She also toured a timber planting farm and discussed farming and forestry issues with local officials.

Mrs. Roosevelt returned to her hostess' home for another reception. Most of the guests were out-of-town people that were invited by Mrs. Helms. After the reception the first lady relaxed in the garden and listened to a band concert that was given a block away. She retired early in the evening because she had another full day of activities planned for the next day.

The next morning Mrs. Roosevelt left at 5:00 a.m. for West Frankfort and Harrisburg. Plans were for her to visit a coal mine. She was greeted by a large crowd of miners and their families. Mrs. Roosevelt spoke to the group standing on a flat car and recalled visiting mines in Pennsylvania and West Virginia. She declined to go in the mine in order to observe a long standing mining superstition that it was bad luck for a woman to enter a mine while men were working in it. However, she was allowed to go in another mine that was not being worked. At this site she took a "bug light" from a miner and descended the mine in a hoist cage. The entourage went 500 feet into the mine for exploration, and "while members of her party stumbled and tripped, Mrs. Roosevelt walked surely at a rapid pace."

Mrs. Roosevelt then traveled to Benton and had breakfast in the home of a WPA district director. Her next stop was Harrisburg where "citizens turned out in large masses to greet her." She inspected the Harrisburg WPA office and talked with the employees. She was taken to a trachoma clinic in the public library and was shown how the Illinois Department of Public Welfare was helping people with this eye disease. At the high school she toured an exhibit of WPA women's work. Mrs. Roosevelt spoke to a jam backed audience at the gymnasium and reminded them of the importance of an active government. She said:

"Government projects are citizens' projects. The work I have seen here today proves that the people in meeting an emergency are sowing seeds for a better future. . . . I am glad to see that with hard times gradually passing we



are attaining a wider distribution of the good things of life and that the people are taking the government into their own hands to make it do the things they want to hand on to their children."

President Roosevelt's policies to combat the depression were only four years old. Programs such as the WPA and soil conservation were being severely criticized as wasteful and non-productive. The tour conducted by Mrs. Roosevelt clearly showed the political nature of the trip. She was there to show the benefits of her husband's policies and that they were successful in helping the people. These programs were very popular with the common people, and an area like rural, poor southern Illinois greatly benefited from them. Mrs. Roosevelt's visit was used to showcase these accomplishments.

Mrs. Roosevelt returned to Grayville to prepare for her trip to Indianapolis. Plans were for her to visit with the wife of Indiana's governor, tour Purdue University, and return to Washington. The Roosevelt trip was considered a huge success and an enormous political boost for President Roosevelt and the Democrats in the upcoming election. In the November balloting Roosevelt garnered 55% of the vote in the four counties against Mid-Westerner Landon. This was only a 5% decline from 1932 and considered a great victory in the conservative farming district. Mrs. Roosevelt's visit made a major impact on the people, and they strongly rewarded the Roosevelt ticket.★



PRESENTATION OF THE ELEANOR ROOSEVELT PEACE AWARD TO SENATOR EUGENE J. MCCARTHY, DECEMBER 7, 1968

Eleanor for First Lady, 1972



In 1972, another passionate liberal Democrat sought to be an activist first lady, Eleanor McGovern. Many Democrats boosted the idea that it was time for another Eleanor in the White House. However, her husband, Senator George

McGovern, only carried Massachusetts and D.C. against President Richard Nixon.



1997 Inaugural button (3")

Campaign Letterhead Reflects Issues and Personalities of the Civil War Era

Book Review by Michael Kelly

Presidential Campaign Illustrated Envelopes and Letter Paper: 1840-1872 by James W. Milgram, M.D. Phillips Publishing, P.O. Box 611388, North Miami, FL 33261



Collecting early Political Americana has always been hampered by the fact that pre-industrial America simply didn't produce as much stuff as it would later. Even in the era of the Founding Fathers, presidents like Washington, Adams and Jefferson could be found adorning objects from pitchers and plates to sewing boxes and handkerchiefs. Yet the sheer scarcity of any material from that era guarantees that political material will be particularly scarce.

This shortage eases slightly as collectors move into the Civil War era, although political items still remain scarce and prized. That is why James Milgram's book on campaign stationary is a welcome addition to the realm of Political Americana. In *Presidential Campaign Illustrated Envelopes and Letter Paper: 1840-1872*, Dr. Milgram illustrates and describes hundreds of rare and often unique paper items from diverse political campaigns. Milgram describes each example in detail and includes an estimation of its rarity.

One of the real delights of this book is the sense of those individual citizens whose enthusiasm for their candidates led them to utilize stationary promoting their favorites. Few items appear in mint conditions. Most have been used. Envelopes with portraits of Henry Clay or William Henry Harrison carry postmarks, stamps and scrawled messages of Whig enthusiasm. Letters written under portraits of James Buchanan or Stephen Douglas bear handwritten exhortations to rally around the Democratic Party.

The Puckish wit of party loyalists is sometimes expressed by handwritten additions or changes. One such example is found on an 1856 James Buchanan envelope. The stately portrait of the Democratic nominee has been altered with two dialogue balloons (common in today's comic strips) coming out of his mouth. The captions likely come from

someone with Republican sympathies as Buchanan is pictured saying, "O dear The White House is hard to go at." The other caption refers to Jessie Fremont, wife of Republican nominee: "Jessie liked to have caught me."

Another very interesting aspect of the campaign stationary highlighted in this work is how frugal printers figured out ways to use up their remaining stocks after the campaigns were over. This was done by "overprinting." Overprinting is when printed stationary was run through the printing press a second time in order to place an additional message. This was especially popular during the dissolution of the Union in 1861. Numerous examples are shown of envelopes with pictures of candidates from 1860's four-way race between Republican Abraham Lincoln, Democrat Stephen Douglas, Southern Democrat John Breckinridge and Constitutional Unionist John Bell.

Those who stayed with the Union are found with overprints of "Patriot" while those who joined the Secession are overprinted with "Traitor." There are even examples of envelopes from the Constitutional Unionist ticket of Bell and running mate Edward Everett. Bell's portrait is overprinted "Traitor" while Everett's is overprinted "True."

This book is actually the second on this topic by Dr. Milgram. In 1984, he published *Abraham Lincoln Illustrated Envelopes and Letter Paper: 1860-1865*. A man of diverse interests, he has also published books on such topics as inland and ocean waterways, radiologic and histologic pathology and the mail system in 1836.

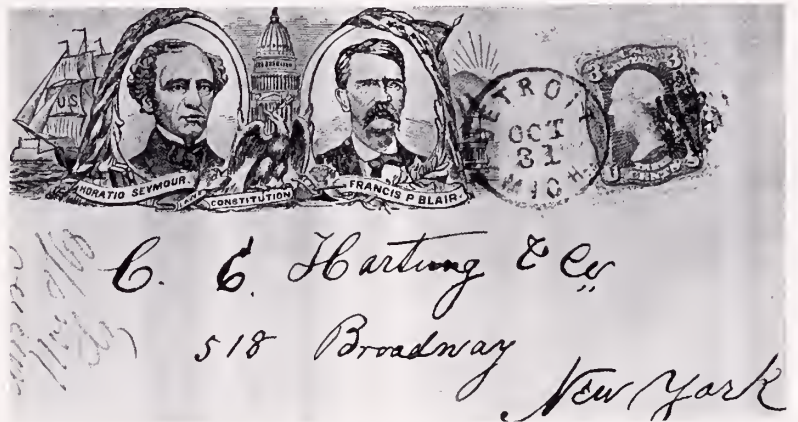
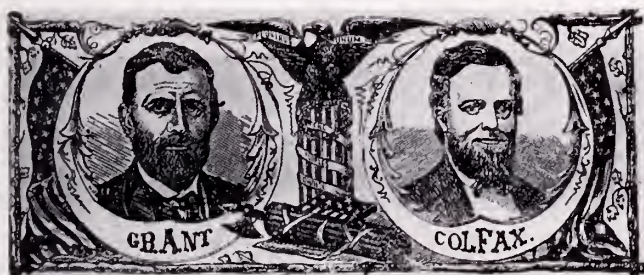
Containing multiple illustrations on almost every page, this book is a delight for collectors. It is certain to survive for decades as a fundamental reference work for students and collectors of Political Americana of the Civil War era. ★



The elaborate graphics on this William Henry Harrison campaign stationary is unusual for such an early piece.



A selection of early campaign letterhead along with a block of rare campaign stamps from the 1856 Fremont campaign. Note that the Clay letterhead carries lyrics from the popular Whig song "Huzza! Huzza! The Country's Risin' for Henry Clay and Frelinghuysen!" Others are a nice example of the Bell-Everett Constitutional Unionist campaign and a much later example from 1880's Garfield-Arthur ticket.



A rare matching sets of campaign envelopes featuring the 1864 Union/Republican ticket of Lincoln and Johnson plus the Democratic ticket of McClellan and Pendleton. Also pictured are handsome envelopes from 1868's GOP ticket of Grant and Colfax and 1872's Democratic ticket of Seymour and Blair.

Prescott

BUSH

U.S. Senator

*Vote
Republican*

*Pull the
2nd Lever*



"A Big Man for a Big Job in a Big Nation"