



# THE KEYNOTER



**“I Like Ike” vs. “Madly for Adlai”**

A Sign of the Times • “A Fine View of the President”

“Wake Up America” - An APIC Interview with Lester Maddox



# THE APIC KEYNOTER

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## Editor's Message

The Election of 1952 was a full half century ago. To some of us, Eisenhower vs. Stevenson seems like yesterday. To younger collectors, we might as well be talking Garfield vs. Hancock. The Election of 1952 was the first election in which media began to dominate. Soon TV commercials replaced street corner speeches and mass media replaced mass rallies. These days, even when a candidate holds a large rally, it is aimed more for the TV audience than the people in the hall. Today, the growing impact of the Internet carrying messages, jokes and charges to millions of computer screens may well prove to be as significant a change as television was in 1952.

Stay tuned for more.

Some readers may question our focus on Lester Maddox. Yet those politicians who fought against modernity are no less a part of our political fabric than the Socialists and others who eschew the mainstream. Besides, things are always more complicated than they seem. Interviewer Richard Rector relates this story about Maddox: "It's odd but Lester Maddox actually appointed more African-Americans to positions in state government than any previous Georgia Governor. Julian Bond tells a story of going to Governor Sanders and asking him to appoint an African-American to the draft board. Sanders told him he would have to appoint a committee to study it. He went to Governor Maddox with the same request. Maddox asked if there were any blacks in the military. When told that there were, he appointed some to the draft board. That is why you have the odd tale of Martin Luther King aide Hosea Williams as the chief sponsor of the failed effort to get Maddox a state pension."

### ERRATA

Page 7 of the Fall 2002 issue featured a William Jennings Bryan and Adlai Stevenson button (with the original Adlai Stevenson, the grandfather of 1952's version). The caption erroneously described it as a "classic from 1896." The Bryan/Stevenson ticket ran in 1900, not 1896.

Michael Kelly  
Editor

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**Illustrations:** The editor wishes to thank the following for providing illustrations for this issue: Dan Duncan, Roger Fischer, Robert Fratkan, David and Janice Frent, Harvey Goldberg, Chick Harris, Brian Knapf, Skip Morgan, John Pendergrass, Richard Rector, Robin and Julie Powell, Philip Ross, Ed Sullivan and Tom Tedford.

**Covers:** *Front:* Two RWB 3 1/2" buttons from the 1952 campaign. *Back:* Recently discovered RWB Coolidge-Dawes jugate decal.

### IN THE NEXT ISSUE



The first presidential election after the Civil War encompassed the most serious of issues. It wasn't political rhetoric to say they were matters of life and death. It's Grant vs. Seymour in the Election of 1868 plus an interview with 1988 hopeful Paul Simon and other interesting features.

All correspondence about content should be addressed to:

#### Editor

Michael Kelly  
1901 Montclair Avenue  
Flint, MI 48503

[Email: mkelly@mcc.edu]

All correspondence about mailing and copies should be addressed to:

#### Publisher

Joe Hayes  
P.O. Box 1149  
Gibolo, TX 78108  
[Email: apic@texas.net]

**Associate Editor**  
Robert Fratkan

#### Contributing Editors

Steve Baxley  
Stephen Cresswell  
David Frent

#### Editorial Board

Robert Fratkan  
Harvey Goldberg  
Michael Kelly  
Brian Krapf  
Edmund Sullivan

#### Contributors

Robert Fratkan  
Philip J. Ross  
Richard Rector  
Tom Tedford

#### Support Services

Germaine Broussard  
Kay Sampson Kelly

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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**REPUBLICAN PARTY**  
(Eisenhower and Nixon)  
33,936,252  
(442)

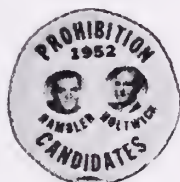
## THE PRESIDENTIAL CANDIDATES OF 1952



**PROGRESSIVE PARTY**



**DEMOCRATIC PARTY**  
(Stevenson and Sparkman)  
27,314,992  
(89)



**PROHIBITION PARTY**  
(Hamblen and Holtwick)  
72,769



**AMERICAN LABOR PARTY\***  
(Hallinan and Bass)  
140,138



**SOCIALIST PARTY**  
(Hoopes and Friedman)  
20,189



**CHRISTIAN NATIONALIST**  
(Mac Arthur and Tenny)  
10,557

**SOCIALIST LABOR PARTY**  
Hass and Emery  
30,376



**POOR MAN'S PARTY**  
(Krajewski and Jenkins)  
4,203

**SOCIALIST WORKERS PARTY**  
(Dobbs and Weiss)  
10,306

**GREENBACK PARTY**  
(Proehl and Bedell)

**CONSTITUTION & AMERICA FIRST**  
(Mac Arthur and Byrd)  
2911 & 233

**AMERICAN VEGETARIAN PARTY**  
(Murphy and Gould)

**CHURCH OF GOD PARTY**  
(Tomlinson and Bass)

\*THE AMERICAN LABOR and COMMUNIST PARTIES supported Hallinan and Bass.  
Mac Arthur and Kellem were the candidates of the CONSTITUTION OF CALIF. PARTY.  
Ellen L. Jensen was the Presidential Candidate of the WASHINGTON PEACE PARTY.





# 1952: "I Like Ike" versus "Madly for Adlai"

by Michael Kelly



As the campaign of 1952 approached, the Democrats had held the White House for twenty unbroken years, leading Groucho Marx to wisecrack that "the only way a Republican will get into the White House is to marry Margaret Truman." Four times under FDR and again under the surprising Harry Truman the Democrats had trounced the Republicans through a turbulent era of depression, world war, cold war and a new kind of police action in a far-off land called Korea. As is natural during such a long period of one-party power combined with the social disruptions that come with war, corruption had seeped into many governmental programs.

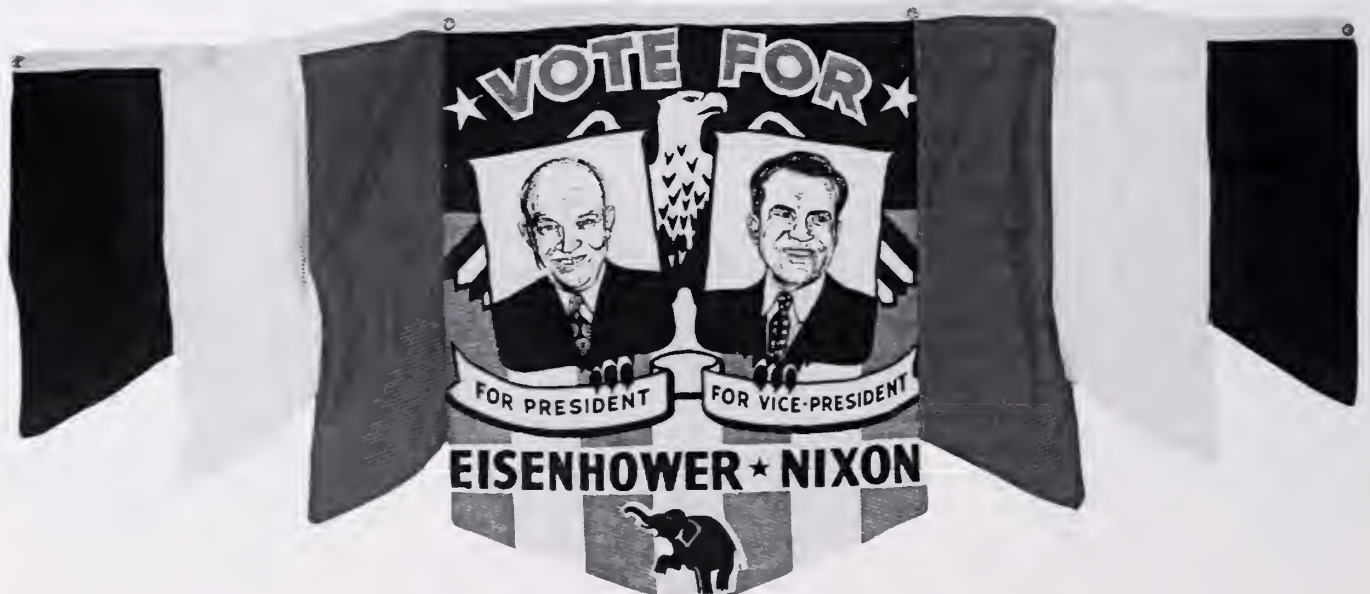
The year 1952 would mark the halfway point of a century that had begun with William McKinley in the White House and America's first overseas war (against Spain). Much had changed in the subsequent half century. Many historians mark 1952 as the first "modern" presidential campaign. It was certainly the first in which mass media - especially television - began to play the critical role it has played ever since.

That year was also the last year of real national conventions, in the sense that delegates gathered for both the Republican and Democratic conventions (both held in Chicago's International Amphitheater, only two weeks apart) without knowing in advance who their nominee would be. The Republicans had a momentous head-to-head clash between Ohio's scholarly Sen. Robert A. Taft and Dwight Eisenhower, commander of the allied forces of World War II. Taft's integrity and longtime party leadership gave him an early lead but Eisenhower's tidal wave of war hero popularity proved irresistible and the GOP nomination went to the retired general. Interestingly, a number of Democratic party leaders (including President Truman) had tried to draft Eisenhower for their presidential nomination in 1948 without success.

The presidential picture on the Democratic side was even muddier. President Truman had decided not to run again. The Democrats were walking on eggshells after the party splits in 1948 had resulted in both the far-right Dixiecrat Democrats and far-left Progressive Democrats fielding independent tickets under Gov. Strom Thurmond and former Vice President Henry Wallace, respectively. The old Dixiecrat and Progressive forces had their hopefuls for the 1952 nomination: Georgia Sen. Richard Russell for the right and diplomat Averell Harriman for the left.

Shaking up the scene was liberal Sen. Estes Kefauver of Tennessee. Kefauver had won wide fame from the new medium of television. The nation watched spellbound as "The Kefauver Committee" exposed organized crime in a series of televised hearings, a new phenomenon in the Fifties. Kefauver jumped into the race and upset President Truman in the New Hampshire primary before the President had announced that he wouldn't be running for re-election. Kefauver went on to sweep almost every primary but in 1952, the party was still in the hands of organization bosses. The bosses wanted Illinois Gov. Adlai Stevenson.

Stevenson was a northern moderate whose positions on civil rights were thought to be more conservative than Kefauver and Harriman. Being from Illinois, he had obviously come to terms with the party machine yet his intellectual eloquence attracted the idealists. The only problem was the fact that Stevenson didn't want the presidential nomination. In the end, Stevenson's wishes would be less important than the needs of his party and the fall election would feature Stevenson versus Eisenhower. The Republicans picked a rising young senator from California named Richard Nixon as Ike's running mate while the Democrats tried to balance their







divided party by tapping Alabama's liberal (but anti-civil rights) Sen. John Sparkman.

Unlike 1948, minor parties made little impression on the general election. Abandoned by Henry Wallace, the Progressive Party soldiered on under Vincent Hallinan and Charlotta Bass (who also won the endorsement of the American Labor Party and the Communist Party) but drew only 140,138 votes. The Prohibition Party managed a respectable fourth place with 72,769 votes under Stuart Hamblin and Enoch Holtwick. The Socialist Labor Party fielded Eric Hass and Stephen Emery, garnering 30,376 votes while the honorable old Socialist Party of Eugene Debs and Norman Thomas staggered in with 20,189 votes for their ticket of Darlington Hoopes and Samuel Friedman. Other tickets included the Christian Nationalist Party that nominated an unwilling Gen. Douglas MacArthur and Jack Tenney to win 10,557 votes with the Socialist Workers Party right behind with

10,306 votes for Farrell Dobbs and Myra Weiss. Farmer Henry Krajewski and running mate Frank Jenkins managed 4,203 votes on the colorful Poor Man's Party while small Constitution and America First parties managed a few thousand votes here and there for tickets featuring MacArthur and Virginia Sen. Harry Byrd. The election of 1952 saw the last gasps of the Greenback Party and Vegetarian Party plus the arrival of Homer Tomlinson's Church of God Party (later to become the Theocratic Party). No votes were recorded for any of the latter.

The campaign produced a dazzling amount of interesting material. The post-war prosperity combined with an emerging consumer society to bring a myriad of material into the presidential battle. Loyalists could boast their support with sunglasses, drinking cups, popcorn boxes, pens, pencils, hats, license plates, fans, phones, neckties, handkerchiefs, comic books, pennants, cigarette packs, cigarette lighters, garters, jewelry, dresses and - of course - buttons.

The campaign produced what may be the most famous political campaign slogan button of all time, a button that became a symbol of the era. It wasn't fancy. It didn't involve elaborate graphics. It only carried three words with a total of eight letters: "I Like Ike."

Dwight Eisenhower is a long name, too long for a good slogan. Button makers made some feeble attempts to use Eisenhower's given name ("Make the White House the Dwight House") but nothing had the power of his nickname, Ike. The slogan was not only memorable; it was accurate. People did like Ike. His critical role in winning the world war was balanced by a down-home, folksy persona that seemed approachable and — to be precise — likeable.

Stevenson supporters at first derided the "I Like Ike" phenomenon as hokey, but that response emphasized Stevenson as an out-of-touch aristocrat descended from political royalty (his grandfather had been Grover Cleveland's Vice President and his son would later become U.S. Senator from Illinois). Soon the Democrats were searching for their own snappy slogan to boost Stevenson.

Democratic faithful tried to counter with items reading "We Need Adlai Badly," "Gladly for Adlai" or "I'm Madly for





Adlai" but all three slogans required one to mispronounce the candidate's name (saying it as "Ad-lee" rather than the correct "Ad-lye"). Other attempts called for voters to go "All The Way With Adlai," claimed "Adlai is OK" or insisted "I Say Adlai," but they required his name to be pronounced "Ad-lay." At least one big city organization button from the Democratic 45th Ward club tried "Our Guy is Adlai" which at least rhymed accurately, if failed to be memorable (although none went as far as an item from his 1956 campaign boosting Stevenson and running-mate Estes Kefauver with the slogan "Adlai and Estes – The Bestest" or the GOP sticker reading "Ye Gad! Not Ad!"). The APIC Stevenson Project published over 20 years ago erroneously includes two buttons ("I Believe In Steve" and "We've Got Steve Up Our Sleeve") that are actually from a Colorado local campaign.

The most successful Democratic responses to the "I Like Ike" buttons conceded Eisenhower's likeability but insisted on supporting Stevenson. "I Like Ike But I Am Going To Vote For Stevenson" read one while the most effective of all pictured cartoonist Bill Mauldin's famous ordinary G.I., Willie, with the statement "I Like Stevenson."

There were issues, of course. The GOP had their big three: Corruption, Communism and Korea. Charges of corruption resonated after twenty years of one-party rule, Communism

was a potent banner as the Cold War came into focus and Americans were dying on the battlefields of Korea. The Democrats continued to run against Herbert Hoover, a winning tactic for the last two decades, with slogans like "Don't Let Them Take It Away!" A brief scandal over Richard Nixon's special expenses fund was swept away with the famous "Checkers" speech and the "I Like Ike" wave built into a landslide. The popularity of a successful war hero proved to once again be hard to oppose.

On Election Day, Eisenhower won one of the largest election victories in history. With over 33 million votes to Stevenson's 27 million, Ike took over 55% of the vote and carried thirty states. He even broke the Democratic "Solid South," walking away with Texas, Virginia, Tennessee and Florida. Stevenson didn't win anything outside of his party's southern base.

Stevenson's eloquence and intelligent won him devoted support among Democratic loyalists, leading to a second nomination in 1956 and an active hopeful race for the party's nomination in 1960. Eisenhower went on to deliver two terms marked by a peace and prosperity that seems almost a fantasy in terms of the decades that would follow. By the time he left office, the turbulent Sixties had arrived and the simple days of "I Like Ike" would become a matter of quaint nostalgia.★

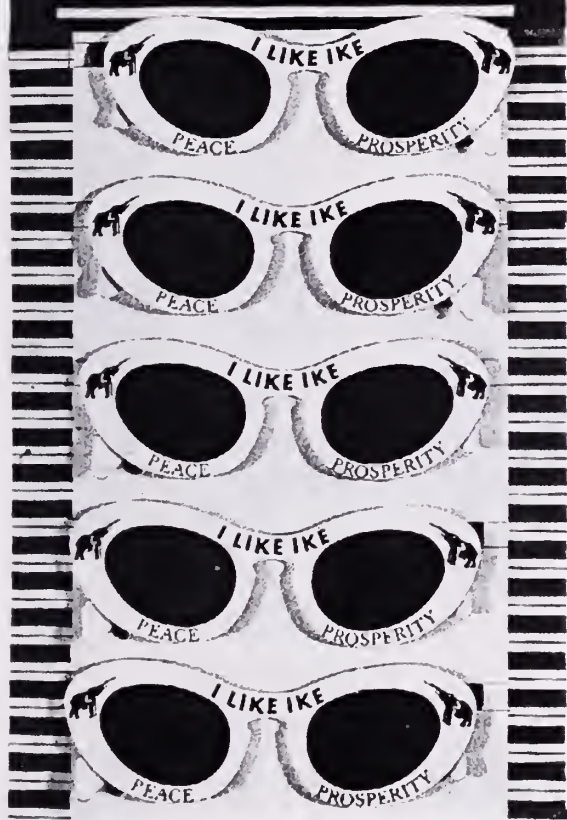




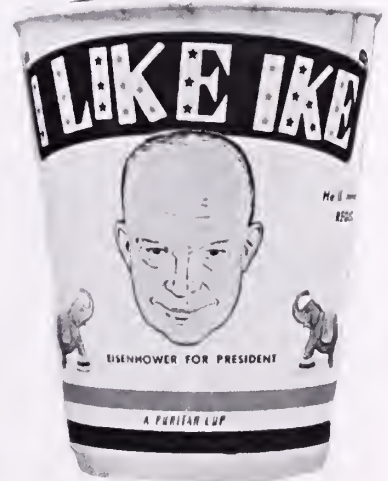
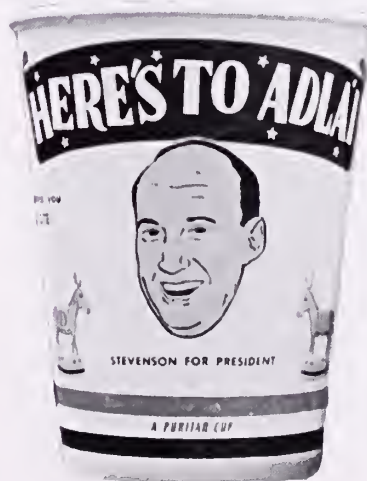
**SEE**  
**THAT YOUR**  
**CANDIDATE WINS!**

Only 

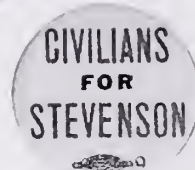
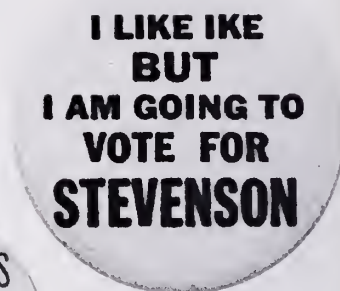
**WEAR A PAIR AND**  
**SHOW YOUR FRIENDS**



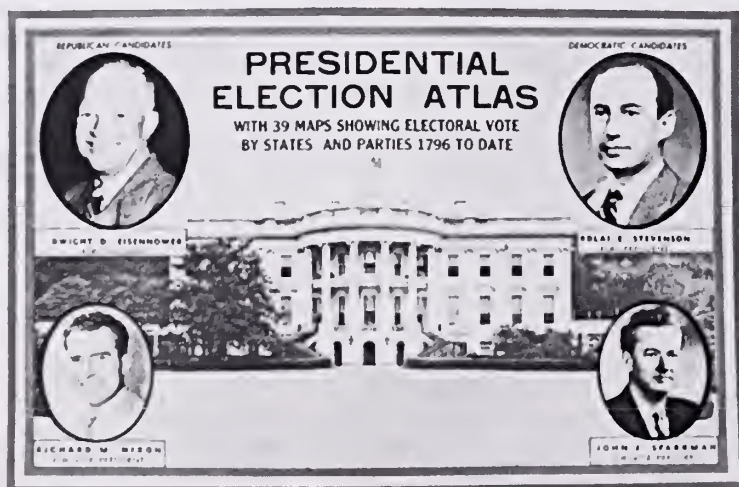
Postwar prosperity combined with increased industrial capacity to create a wide range of material in the 1952 campaign.





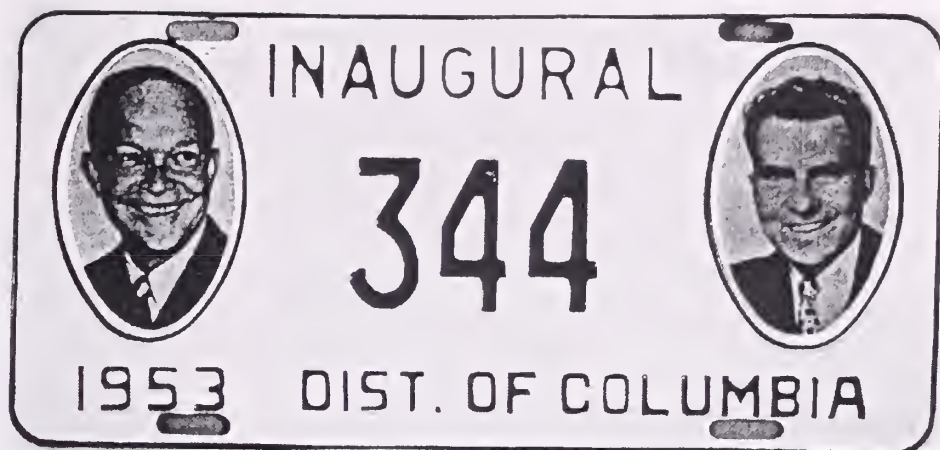


"I Like Ike" was the perfect campaign slogan. Attempts to counter it with slogans like "My Guy is Adlai" or "We Need Adlai Badly" never clicked. After a while, some Democratic buttons threw in the towel and insisted "I Like Ike But I Am Going to Vote for Stevenson."



**ELECTION NIGHT  
NOVEMBER 4, 1952  
FROM 9 P.M. —**





The Inauguration of Eisenhower and Nixon – fifty years ago – was the beginning of a new era. It would turn out to be an era dominated by Richard Nixon. Between 1952 and 1972, Richard Nixon was on the national ballot every time but once. He ran for VP in 1952 and 1956 and for President in 1960, 1968 and 1972. Only 1964, the Goldwater year, did the GOP put up a ticket without Nixon. That turned out to be the year they lost big.





# A Sign of the Times: The 1901 Official Inaugural Souvenir Program

by Philip J. Ross

Presidential inaugurations in the United States are traditionally times for pageantry and thinly veiled partisanship as the nation turns its attention to installing a new President. These quadrennial celebrations may also be reflective of their times and reveal the direction and future toward which the nation and its leaders expect to move.

One customary resource for studying a Presidential inauguration is the official inaugural program, a staple among official inaugural memorabilia. The inaugural programs of 1901 and 2001 stand in sharp contrast in many ways but, at the same time, do share links, including one quite unusual one.

The *Official Souvenir Program, Inaugural Ceremonies, March 4, 1901* is a 104-page fact-filled official program that was issued by the Committee on Printing and bound in a bizarre green burlap cover with an embossed paper seal with ribbon on it. Its contents provide interesting insight into the United States as it crossed the threshold into a period of new power and new challenges. The 1901 ceremony was the first inauguration of the 20th century; significantly it was also the first inauguration after the United States successfully made its first major foray into international military action and territorial acquisition by force—the Spanish American war in 1898. The United States in 1901 was, for the second time, swearing in William J. McKinley, an extremely popular president—so popular that there was public sentiment favoring more than a two-term presidency for him. The United States was experiencing a period of growth in which it was puffed up with patriotism and bravado. This nationalistic spirit was nowhere more evident than in the pages of the 1901 inaugural program and its catalogue of events and their description. After all, the 1901 inaugural also marked the ascension of the “Rough Rider” Theodore Roosevelt to the Office of Vice President.

The composition of the Inaugural Committee, as reported in the program, clearly reflected the times too. Among the members of the Executive Committee were an abundance of prominent military figures, including General Nelson Miles and Admiral George Dewey, both minor presidential hopefuls in their own right. 1901 was only some five years after the United States Supreme Court established the judicial doctrine of “separate but equal” in *Plessy v. Ferguson*. Following the norm of that day, the 1901 program devoted a separate page to naming and displaying photographs of the fourteen “Prominent Colored Members of the Inaugural Committees.”

The 1901 inaugural program provided, among other things, a lead feature entitled “Inaugurations and the City of Washington”; a listing of each member of the Inaugural Committees, Subcommittees, and other staff along with numerous photographs of listed persons; a detailed description of the inaugural parade; a complete chronology and description of each component of the fifty-segment “display of aerial fireworks”; a description of the protocol for various

events; and an enumeration of the musical selections for the Inaugural Ball. In describing the souvenir book given out at that sole inaugural ball held at the Pension Office building, the program reported,

“The souvenir for the present ball is a delightful departure from the ordinary engraved cards, bound with rib-







bon heretofore distributed on similar occasions. The committee in charge, headed by Mr. John B. Wight, took advantage of the fact that this is the one-hundredth anniversary of the inauguration of Presidents in the District of Columbia to prepare a souvenir book containing a portrait of each President of the United States and a brief account of the ceremonies attending each inauguration. These portraits are reproductions of steel plate engravings from the Bureau of Engraving and Printing, where the paper money of the country is made, and the descriptions have been prepared from material to be found in the Library of Congress. The book also contains a handsome steel plate engraving of the President and Vice President elect and a steel plate engraving containing a list of the names of the inaugural committee. Twelve thousand copies have been printed for distribution with the ball tickets, together with the dance card covers and inserts."

Likewise, the forward to that souvenir book stated:

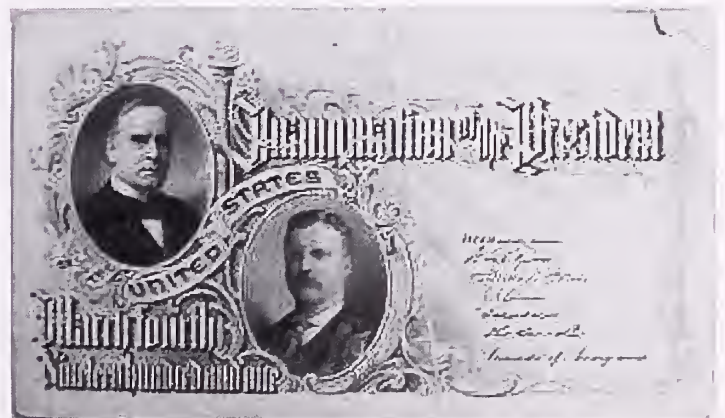
"As the present Inaugural celebrates the beginning of a second century of Presidential terms of office, it was thought appropriate to have the Souvenir, at this time, contain a brief description of the ceremonies of the past 100 years..."

Also of interest are the numerous, and often elaborate advertisements for scores of businesses interspersed throughout the program. Some of these businesses exist still, while others have become forgotten fixtures of times past. Businesses listed include W. & J. Sloane of New York, Tiffany and Co., the American Graphophone Co., the Washington Brewery Co., the Riggs National Bank, *The*

*Washington Post*, *The Evening Star*, Harvey's, Lord & Taylor, Woodward & Lothrop, and The Shoreham.

Many of these advertisements were clearly aimed at people attending the inauguration, as they used inaugural, presidential, or other patriotic themes. For example, some were obviously intended to generate future business by enlisting the lobbying efforts of the target audience. One such advertisement was placed by The Barber Asphalt Paving Co., which headlined and described the benefits of "Washington's Smooth Streets" and implored inaugural guests "while visiting Washington and admiring its well-paved streets, to make a note to bring the matter to the attention of your mayor or city council when you get home." Likewise, others traded on a tradition of association with Presidents or their inaugurations. The Nordlinger-Charlton Fireworks Co. touted that its "inaugural fireworks contract" had been "won on its merits" following "a competitive test with all the leading Fireworks concerns in the country..." Also striking was the advertisement for the "Bradbury" piano that pictured the White House surrounded by images of six presidents and the claims of "The Administration Piano" and "Six Terms in the White House." A note at the bottom of the advertisement stated, "President McKinley's Second Term will mark the 8th Term of the Bradbury Piano in the White House."

What did people in 1901 think the United States would be like in the Year 2001? A brief glimpse can be found in one of the more unusual portions of the 1901 inaugural program. That section, entitled "The Inauguration in the Year 2001," serves as an apt and quite unique springboard for a comparison between the inaugural celebrations held in 1901 and 2001. This two page, fifteen hundred and thirty-nine word prophesy of what was to come in 2001, is a combination of "Metropolis," Buck Rogers, John Wayne, and Superman all rolled into one. Some of the fictional references actually strike close to current issues or events, such as the comment on the brevity of the 2001 inaugural address, the mention of an undertaking to move the arctic waters near Labrador to cause the gulf stream to be altered to achieve climate change, and the names or missions of some of the Federal departments and agencies, such as the Department of Transportation or the Department of Oil Lands. Other predictions are clear indications of the expansionist attitude that continued to sweep the country following the end of the Spanish American war, such as the new president hailing from the state of Ontario, the nation being comprised of 118 states encompassing all of the territory in this hemisphere from upper Canada to the tip of





South America and all lands and water in between. The best way to get a sense for the lucid prescience or unbridled zaniness of the predictions is to read the original text. The presentation of the paragraphs which follow was made possible in part through the use of a 2001 optical character recognition scan of the 1901 original, a fact that was not predicted a century ago!

#### The Inauguration in the Year 2001.

George McKinley Barrington, of the State of Ontario, was today at high noon invested with the office of President of the United States of the Americas. The ceremonies attending the inauguration were the most elaborate in the history of this country, and were made the more significant as being the first ceremony of the kind in the Twenty-first Century. Not less than \$10,000,000 were expended on the celebration and more than 10,000,000 people witnessed and participated in the exercises. President Barrington is the tenth Chief Magistrate to be elected to the new term of eight years, and he was accorded such a reception as has never before been witnessed in this city.

The inaugural parade was thirty-six miles in length, and despite the fact that those participating were carried in aeroplanes, aerialautos, and other conveyances from the Mansion of Executives to the Capitol, the line occupied more than three hours in passing the State aerialtrans, and slightly delayed the programme as originally proposed. The State aerialtrans left the Mansion of Executives at 9 o'clock, and was stationed at the head of the Avenue of the Americas, down which, at an altitude of about 300 feet from the pavement, the parade approached. With President Barrington in the airship were Vice President Harris, ex-President Brown, and ex-Vice President Thompson, the members of the going Cabinet, the Speaker of the House of Representatives, the President of the Chamber of Territories, and a number of other Government officials. Mr. Sterling, Secretary of State for the Philippines, was unable to attend, owing to a severe hurricane on the Pacific, which blew his aerialtrans from its course and compelled him to make the trip via Cape Horn with great delay.

Every city in the Union was represented in the parade by one or more conveyances, and the decorations were unique and beautiful. Among the finer displays were those of clubs from Sitka, Santaigo de Chile, Montreal, Rio de Janerio, Mexico City, Havana, Manila, Honolulu, Quebec, St. Thomas, Chicago, and New York. Detachments from forts all over the country occupied the war machines, which made a brilliant spectacle as they swept past the reviewing airship. The new 30-inch gun was in evidence on many of the war machines, and during a drill later in the day a shell was thrown into the Chesapeake Bay, outside Baltimore.

At the new Capitol, the scene was one of activity. From early in the morning until the noon hour the crowds had accumulated until nearly a half million people had been packed into the great glass-covered arena which fronts the east facade of the new Capitol building. From the department of Transportation on the right to the Department of the Press on the left was a solid line of spectators which taxed the enormous Crystal

Auditorium to its utmost capacity. Four great automatic bands were placed in the corners of the space and, operated by buttons, simultaneously rendered a programme of popular music.

The route of the parade compelled the line to turn at the Department of Oil Lands, and, after cutting across Hanna Avenue, proceeded, down the Avenue of the States to the State Aerialtrans. Then, headed by the President's conveyance, the line returned over the Avenue of the States to the Capitol. As the President passed over each of the State arches he was saluted by a volley of electrical bombs, the number of shots designating the order in which each State was admitted into the Union. The appearance of the President was the signal for a great demonstration on the part of the spectators who crowded the route in airships, and watched the line from the gardens on the roofs of the buildings along the Avenue of the Americas and the Avenue of the States. The ceremony passed off without a single mishap, and the Grand Marshall Burns and his staff of 1,000 aides are to be commended for keeping the atmosphere between the avenues clear of conveyances. The police and medical aeroplanes were ever in evidence, and the corps performed efficient work.

On reaching the Capitol the President and his party landed at the public station on top of the dome and proceeded in elevators to the State wing, where the new official was formally greeted by the members of the Senate, House of Representatives and Chamber of Territories. It





was a distinguished throng—the forty members of the passing Cabinet, the Supreme and Vice Supreme Courts, the 336 Senators, 860 Representatives, 99 Territorial Delegates, and scores of statesmen, and Army and Navy officials being present, Secretary Garner, of the Department of Telegraphs and Cables, was the first to greet Mr. Barrington, and presented him with sympathables from the Congress of the British Republic; President Gaerland, of the United States of Germany; King Louis XXI, of France; President Arcolie, of the Republic of Italy, and President Cinerot, of the Republic of Spain and Portugal. No word was received from Russia, owing to the recent death of the Czar.

Escorted by hundreds of statesmen, the new and the old Presidents made their way to the platform facing the Crystal Auditorium. The four great mechanical bands struck up the national anthem and the vast gathering cheered itself hoarse. As the candidate of the American party, and the choice of all three Houses of Congress, Mr. Barrington is very popular, and received a royal ovation. After taking the oath of office the new President delivered his inaugural address, which will be found on another page. His speech was remarkable for its brevity, and yet for the numerous recommendations made. Among these is the suggestion that the work of turning the Arctic current aside, off the coast of Labrador, so as to enable the Gulf Stream to change the climate, be begun at once, and that the anti-trust law prohibiting any corporation from making profits in excess of six per cent, per year, be strictly enforced.

At the close of his address, President Barrington was escorted to the Mansion of the States by the Governors of the 118 States and 99 Territories. Here a great banquet was spread in the main hall, covers being laid for 25,000 persons. All of the Government officials and the heads of the Army and Navy were present, and many notable addresses were delivered through the phonegraph.

Late in the afternoon a carnival was held on the lower pavement of the Avenue of the Americas. The spectators were arranged on the upper malleable glass pavement and in the lower floors of the buildings along the thoroughfare. The glass canopy over the Avenue was handsomely decorated with silken streamers, while the flags of all the Republics were plentifully distributed. The programme included a parade of the President's Guard (foot) and the crews of the naval submarine and aerial vessels Hector, Dewey, Schley, Sampson, Buenos Aires, and Holland. The evolution of the aerial forces with the new meteorite guns were deservedly applauded and the great tubes were raised and lowered by the operation of the gas in the jackets. The Pneumatic street railway lines were stopped on all surface tracks and the avenues kept clear.

Later, at 16 o'clock, and lasting until 18 o'clock, an "Old Century" parade was made the feature, and created much merriment. In the grotesque line were ancient vehicles known as "automobiles," "locomobiles" and "glides." Other features were "bicycles" from the Museum of the Americas, and an electric streetcar from the New York State Museum. Ancient steam engines found in the States of Manitoba and Alberta were conveyed on pneumatic drags.



Tonight the Inaugural concert and ball is in progress in the Park of the Presidents. The scene is a brilliant one, the acres of bright-colored glass canopy being reflected from above, by vari-colored lipthalite lamps, on the tinted glass flooring. Twenty thousand couples participated in the programme of dances, and many distinguished foreigners who arrived late in the afternoon by private air yachts were present.

In the city the avenues were all beautifully illuminated by means of lipthalite lights, which shone through the glass sides of building and residences, and caused diamond rays to form in the center of the thoroughfares. A night parade of aerialtrans and other conveyances was another feature, all of the vessels being illuminated and making a wonderful spectacle. The programme for tomorrow includes a parade of National Militia, 100,000 strong, and submarine vessel war tactics in the Potomac River. The celebration will continue until March 8, when the President will be formally installed by Congress.

Hundreds of thousands of people continue to pour into the city. The Southern, Northern, Central and Trans-Pneumatic railways are operating more than one hundred trains per hour from San Francisco, Vancouver, Rio, and other main junctions, while the aerial transcontinental lines are taxed to their utmost capacity.

The Inaugural Committee is hard at work and accommodations are plentiful. The Great Central Hotel alone had 19,000 rooms reserved and ready this morn-

ing, and the other public quarters are well filled. All in all, the celebration is noteworthy of the new century, and will make a striking comparison with the Inauguration of March 4, 1901, an account of which is reproduced elsewhere in this issue.

In closing, a few observations about the 2001 Inaugural program and associated official publications seem warranted.

The 2001 inaugural official program is a mere thirty pages, many of which are taken up by photographs. The *Official Guide Book* describes *The 54th Presidential Inaugural Official Program* in the following way:


"An inaugural 'must' that includes the official biographies of the Bushes and Cheneys by prominent writers with never-before-seen family photos, as well as a schedule of inaugural events, and a colorful historic inaugural overview with rare photos of memorabilia and remembrances from past inaugurations. This distinctive 20-plus-page, full-color document of the inauguration of the 43rd president will be a historic keepsake for years to come."

The schedule includes eight inaugural balls, one of which was held at the National Building Museum (formerly the Pension Building and the site of the lone 1901 inaugural ball). There are no advertisements per se in the program, although there are numerous corporations and individuals listed as "underwriters" on a special page in the program. Only a single instance of obvious overlap appears to

exist among 1901 advertisers and 2001 underwriters, that of *The Washington Post*. (Of course, with all of the corporate mergers, shuffles and name changes over the past one hundred years there could be more.) Interestingly, in contrast to the 1901 inaugural where the festivities began on March 4 (the day of the swearing-in ceremonies) and terminated on March 6 at the conclusion of the fifth inaugural concert, the 2001 celebration began on January 18 (two days before the swearing-in) and concluded on January 21 with a national prayer service and open house at the White House.

Much detail was lacking in the 2001 inaugural program; in order to obtain additional information one had to consult three other sources: *The 54th Presidential Inaugural Official Guide Book*, the *Media Guide*, and the official Inaugural Committee website. (The *Media Guide* is an invaluable source of detailed information about the 2001 inaugural as well as numerous aspects of inaugural history.) In a move that was indeed a sign of the times in 2001 and, even more so, perhaps a harbinger of the shape of things to come in future inaugurations, the 2001 official inaugural program, guidebook, and media guide were downloadable from the official inaugural website.

A final note of contrast between the 2001 inaugural materials and the 1901 program involves the absence of any predictions about what the first inaugural of the 22nd Century might be like. Was this because of "the vision thing"? Or, perhaps the possible prognosticators of the year 2101 were unable to even fantasize as to the cyber-future and its possible effects on this grand tradition of the American Presidency.★



NEW YORK, FIFTH AVE.  
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President McKinley's Second Term will mark the 8th term of the Bradbury Piano in the White House.

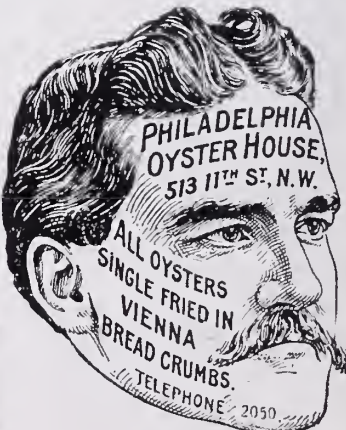
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# "A Fine View of the President" A Letter from the 1905 Inauguration.

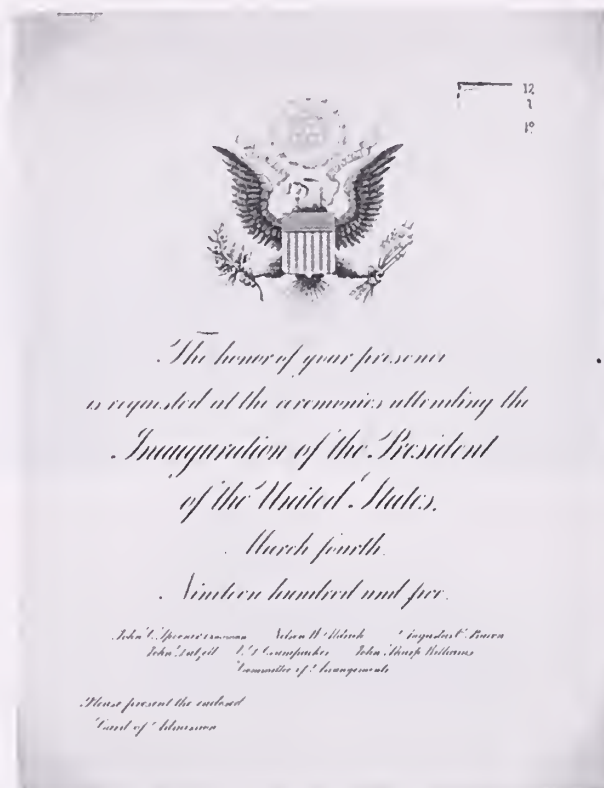
(an original letter submitted by Ardys Brendemuehl)

Washington D.C. March 6th, 1905

My Dear Ben,

I am a little bit rested after Saturday - so will try to write you a little about it.

We had to get up rather early to get down town and across the Avenue before two o'clock - we walked - for two cars passed so full they didn't stop so we could not afford to lose anymore time. We had five seats and such a crowd of people, I never dreamed of seeing. We had a fine view of the President as he stood up all the time he was passing where we were - wish you could have seen the flags and handkerchiefs waving and heard the cheering. Forty thousand were in uniforms passed a review before the President. It was a grand sight - and some of the uniforms were gorgeous - hats with plumes and gold lace and trappings covering the street and horses. The West Point-Cadets with Chas. G. Treat on horseback were the finest ever. Nearly every company had a mascot of some kind, a very small colored boy-dressed in uniform like the soldiers he was with was in the lead of them - there were several dogs - and two little girls - dressed in flags - with Uncle Sam, a colored drum major dressed in red danced in front of a colored band all the way up the Ave. The cowboys received the most cheers - after the President and West Pointers and they made lots of fun with their lariats - everyone they caught in the ropes were colored - and they took several silk hats off colored gents. The Indians were gorgeous in their feathers - beads- leather leggings etc. and there were hundreds of the Carlyle College Indians in the parade. There were thousands of negros in the parade - all Roosevelts Clubs and they had more bands of music than any of the other organizations. The G.A.R. soldiers made the smallest showing, there are so few of them left able to march, they all had white hair. It was all so grand I can't begin to tell you about it. I am going to send the Post to you and I hope you will read all about it - it is so interesting. During the parade I forgot that I was old and stiff and nearly frozen, but I realized it at a quarter after six, after sitting so many hours. We intended staying



An invitation to the inaugural of Theodore Roosevelt in 1905.

down until after the fire-works in the evening, but we were all so tired we decided to get home - warm up our knees and go to bed. We did not get up very early yesterday morning and I spent most of the day in bed. I do not feel rested yet, and it is all I can do to bend my knees.

I had a picture postal this morning (a man up a tree) and he wrote he would call this evening, well evening here is anytime after twelve o'clock - noon - so Ida and I are staying at home waiting for Mr. Gilmore (Bonnie's beau) to call. We are going out after something for dinner after he goes - and that will be the extent of our going today.

We were down town Friday afternoon and we strolled around the White House grounds, but it was too late for us to go into the East room. I have wished for my leggings and mittens more than once since I came South - but it is much warmer today - Ida and June laughed when I said I wasn't going out again until it got warmer, they said I would be willed there.

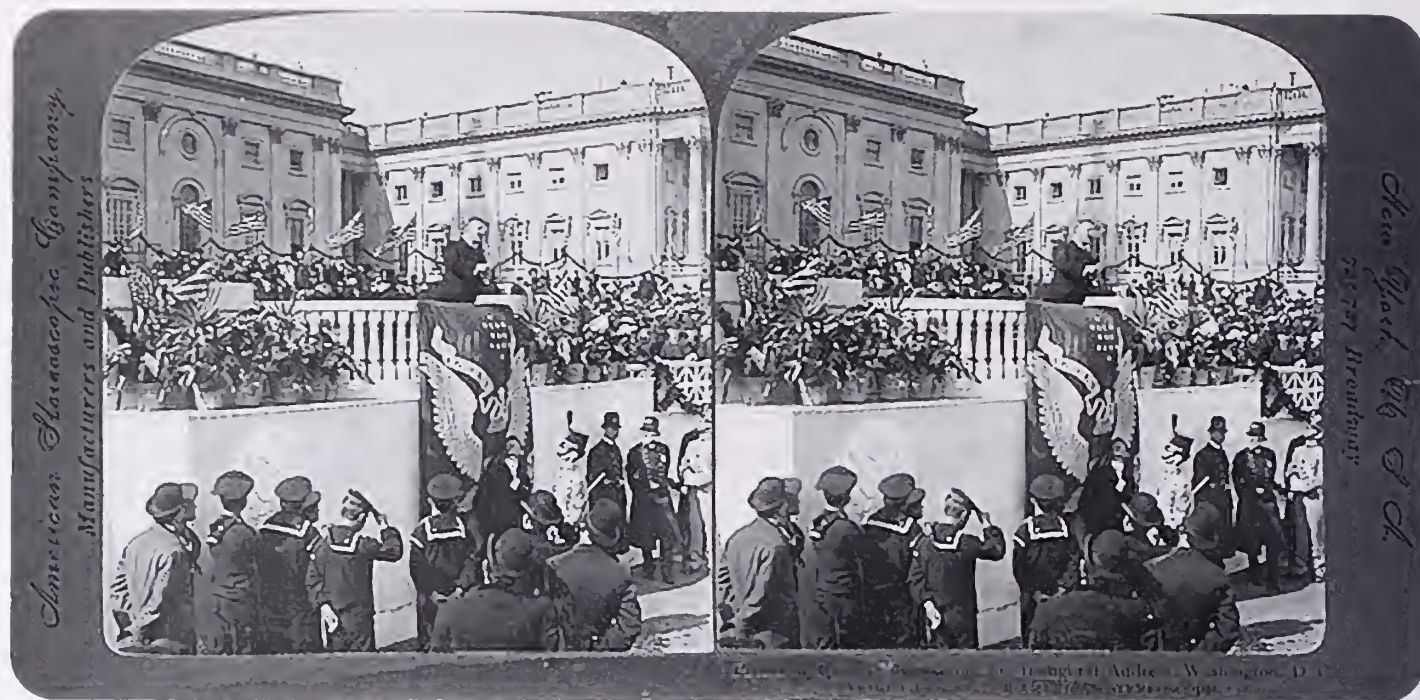
Later - Mrs. Bryant and daughter Grace and little son Lee were just here to call. After they went away Ida and I went to meet June and do our marketing. Now Jim is going out to mail some papers and he will take this letter. Do write and tell me how Lady Gray is - and Toby and Jim. And be sure to take good care of them.

Love to all,  
Mother.



Theodore Roosevelt rides in his inaugural parade.





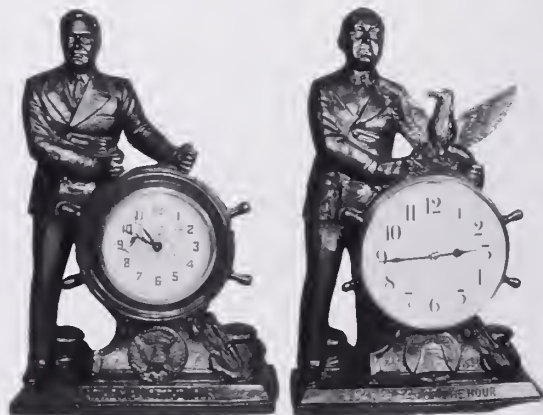
Top: A stereocard showing Theodore Roosevelt delivering his inaugural address. Right: A recent find from TR's campaign. It is a mechanical flower that opens to reveal a photo of the candidate. Teddy Roosevelt's colorful personality and popularity made certain that there were plenty of items celebrating him.



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The two versions of United's FDR "tall" clock, with the common model on the left and the unusual Liberty Bell model on the right. It seems obvious that United based its Liberty Bell version on the more common one.



# FDR Clocks (Part III): A Rare Man of the Hour Clock

by Tom Tedford

In Part I of my series on metal FDR clocks (*Keynoter*, Summer 2002) I describe and illustrate the three sizes (six inch, fourteen inch, and the “tall” sixteen inch) of “Man of the Hour” clocks manufactured by the United Electric Clock Corporation of Brooklyn, New York. Each version features FDR standing at a ship’s wheel guiding the nation through the storm of the Great Depression. Each one also has a sailboat or presidential seal medallion beneath the face of the clock as well as the Man of the Hour slogan on the base. This article amends the discussion of United’s FDR clocks because of a rare find.

Recently I attended a clock show sponsored by the National Association of Watch and Clock Collectors. As I walked through the bourse I spotted a metal FDR clock case that I had never seen before (the original clock was missing—the one shown in the photographs is a contemporary fitup that I secured from a clock supply company). The clock is sixteen inches in height, and its overall design appears to be based on United’s tall clock that features a statue of FDR in the familiar ship’s wheel pose; also, it has the standard Man of the Hour slogan across the front of the base. But this clock has several unique design elements that do not appear on other political clocks made by United. For example:

1. The figure of FDR differs from the one in the common version—especially the head. In this rare version, the head is larger and the facial features are not as sharply defined as in the common clock. A close look at the two suggests that the master forms for the clock molds were sculpted by different artists.

2. The case has an NRA eagle at the top of the clock.

3. The medallion beneath the face of the clock features a Liberty Bell rather than a sail boat or a presidential seal, and the dates “1776” and “1934” appear next to the Liberty Bell.

4. The electric fitup required for this clock is larger than usual because the opening for the clock is 5 1/2 inches in diameter—compared to 4 1/2 inches in other United FDR clocks. (The large, modern fitup that appears in the photographs barely covers the 5 1/2 inch opening.)

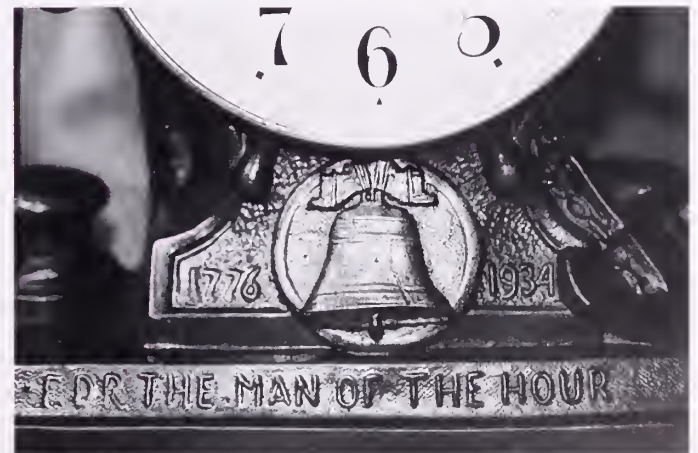
5. The United Electric name is molded on the back of this clock, but no patent number is included (other clocks in the Man of the Hour series do not mention the manufacturer, but are identified by the patent number 91-140).

At this point, some observations are in order. First, in more than twenty-five years of collecting political clocks, this is the only example of the FDR Liberty Bell clock I have seen—which would suggest that not many of these clocks were made. Second, although the Gibraltar Electric Clock Company—United’s competitor—made several metal clocks that included the NRA eagle, this is the only United clock I have seen that features the eagle. Third, the use of the Liberty Bell motif and the dates “1776” and “1934” suggests that the clock was probably issued in 1934 for a special polit-



**This rare FDR clock by United features the NRA eagle and a Liberty Bell medallion. The clock fitup is not original.**

ical or patriotic occasion (I would love to know why the clock was issued, but at this point I can only speculate). Fourth, I have seen several United nonpolitical electric clocks that use the large fitup, but this is the only United political clock I have found that uses the 5 1/2 inch size. In sum, collectors should now note that United’s Man of the Hour tall clock comes in at least two versions—the common one that shows up regularly at APIC shows, and this rare one. I hope this information adds pleasure to the hunt!★



**Detail of the front base of the clock showing the Liberty Bell medallion and the dates of 1776 and 1934.**



# “Wake Up, America!”

## Lester Maddox For President

(a Keynoter Interview by Richard Rector)

Lester Garfield Maddox was born in Atlanta, Georgia on September 30, 1915. As was common during the Depression, he dropped out of school in the tenth grade to help take care of his family. In 1946, he opened the Pickrick Restaurant.

Advertising for his restaurant eventually began to include his commentaries on the issues of the day. In 1957, he ran for Mayor of Atlanta as an independent and, while unsuccessful, made a strong showing. In 1961, he entered the Democratic primary for mayor, running second in a five-way race but losing the Democratic run-off.

In 1962, he made his first statewide bid in a race for Lt. Governor. Maddox placed second in a nine-way primary but lost the Democratic run-off.

On July 3, 1964 (the day the Civil Rights Act was signed into law), Civil Rights marchers, accompanied by the press, attempted a sit-in at the Pickrick restaurant. Lester Maddox threw them out. The resulting press coverage made him a national figure. He remained in the public eye by staging protests against the Civil Rights Act, even picketing the White House.

Maddox ran for governor as a Democrat in 1966 against four other candidates, including former governor Ellis Arnall and state senator Jimmy Carter. This time Maddox won the Democratic nomination and faced Republican Congressman Howard “Bo” Callaway in the general election. In November, Callaway won the most votes but was short of a majority. Under Georgia law, the election was thrown into the state assembly, which selected Lester Maddox as governor.

Opinion polls showed Maddox was quite popular as his term ended in 1970. Prevented by law from running for another term as governor, he ran instead for lieutenant governor and won the general election in a landslide as Jimmy Carter was elected governor. On the campaign trail Carter praised Maddox but then retracted those statements after the election, starting a long-running feud between them. While Lt. Governor, Maddox opened two new Pickrick Restaurants and a Lester Maddox souvenir shop. These businesses were closed by 1978 when he auctioned off the remaining items and personal mementos from his political career to pay campaign and medical bills.

He made his last serious run for governor in 1974, running first in the Democratic primary but losing the run-off to George Busbee. Busbee ran a negative campaign, complaining about Maddox’s TV talk show appearances and displaying items from Maddox’s souvenir stand. Maddox tried for governor again in 1990 but lost the Democratic nomination to Zell Miller who ironically had begun his career as Executive Assistant to Governor Maddox.

Maddox made two presidential bids. He was a favorite son candidate at the 1968 Democratic National Convention. He made the keynote address at the 1972 American Independent Party National Convention and won votes for the AIP presidential nomination that went to John Schmitz. Maddox wound up as the AIP presidential nominee in 1976.

For more on Governor Maddox read his memoirs, *Speaking Out: The Autobiography Of Lester Garfield Maddox*, or *Everything Is Pickrick: The Life Of Lester Maddox* by Bob Short.

**Keynoter:** You ran twice for Mayor of Atlanta in 1957 and 1961. What motivated you to enter politics?

**Maddox:** People campaigning one way and living another. I get so disgusted with people like my Sunday school teacher [Archie Lindsay, reform candidate in the 1957 Democratic Mayoral Primary] who later became a city alderman and a county commissioner. They never served the way they campaigned. It is like they were two different people. The only reason I ever sought public office was to prove to myself and to others that you don’t have to change. I haven’t changed, thank God. My Sunday school teacher could have been Mayor of Atlanta but he was afraid to hit the corruption in city government. I knew about the police department, the chief and the mayor protecting the people involved; because I guess they were getting paid off. It was an actual fact.

**Keynoter:** What was your first bid for statewide office was a race for Lt. Governor in 1962 like?

**Maddox:** I had eight opponents and beat seven of them, and I

had never been in a race for statewide office. Carl Sanders was elected Governor and I could have gone in with him as Lt. Governor. He came to me when I was running for Lt. Governor and he was running for Governor at the Jekyll Island meeting assembly building down there. After we addressed the Georgia Municipal Association he came to me and said “I keep hearing a lot of ‘Sanders/Maddox! Sanders/Maddox! Sanders/Maddox!’” I didn’t want to ride nobody in there. I wanted to be my own man so I said, “Yes sir I hear a lot of that too. But I also hear a lot of ‘Griffin/Maddox! Griffin/Maddox! Griffin/Maddox!’” [Chuckle] [Note: Former Governor Marvin Griffin was running against Carl Sanders]. So, I could have gone in with him but I never did want to follow nobody in public life.

**Keynoter:** In 1964 there was an incident at your Pickrick Restaurant that made you nationally famous. Can you tell us your side of the story?

**Maddox:** That didn’t make me famous. My ads were number one





VOTE FOR AND ELECT -  
**LESTER MADDUX**  
 MAYOR  
 OF ATLANTA

Atlanta Primary Runoff  
 September 22, 1961

**YOU "KNOW" WHERE LESTER MADDUX STANDS**

in the *Constitution* ten years earlier. I didn't get in on the Civil Rights thing until the whole United States got in on it. Thank God I had black support and white support fighting for the right to private property. As the Yale University student said to me in his letter, "Without the right to private property nobody can be free". The *Atlanta Journal Constitution* had 600 employees and I black employee. I had 65 employees and 45 of them black and they called me racist. My fight there was for the right to private property; I think when I lost the whole country lost.

**Keynoter:** Can you tell us about your election as Governor of Georgia in 1966?

**Maddox:** It was seven months before I raised a total of \$1,000 combined all over the state. Donations would be \$1 or 50 cents, \$5.00 occasionally and I got in to the Democratic Primary run-off with \$18,000 of my own money and \$18,000 that I had collected. Now there are a lot of people that sit at a table and give \$50,000 apiece. My opponents were really not the candidates I was running against. Every day the newspaper and every TV station, the leadership in religion, in education, in labor, in agriculture, in the arts, in law and medicine [opposed him]. I didn't have but one state representative when I got in that campaign for governor out of 236, not a senator or representative but that one. We had 565 county commissioners; I didn't have the endorsement of one of them. We had over 400 mayors and I didn't get an endorsement until finally six months after I was in the race.

There's been a lot of good governors that never made it in business but every good businessperson who has had to build their own business could make it good in public life if they wanted to pay the price.

Today politicians follow the polls. I never made one promise or commitment to anybody that I didn't believe in. Evidently the people today like to be lied to. It seems that the more [politicians] lie the more likely they are to get elected.

**Keynoter:** What were your greatest accomplishments as governor?

**Maddox:** Open, honest, efficient, representative government. The purchasing department, the department of industry and trade, the Georgia building authority, the Georgia State Patrol and practically everything in government (particularly those) were reckless, wasteful, awful, full of corrupt people in government using government funds, equipment and employees for their own properties; their own businesses. I found that to be generally true throughout state government. I always thought that government belonged to everybody not just those who got elected.

I would not even let my own mother go to my Inauguration in a patrol car. Three days later going home from the capitol. I heard over the radio the dispatcher order two cars to the governor's

office. I inquired of Lt. Steve Pope "Why are they sending patrol cars to the governors office? Everybody is supposed to be gone; we have closed up". He said "Governor, ever since we have had highway patrol they have carried the secretaries and staff to their homes, restaurants or wherever they want to go." I put a stop to that. When I put them to work, they became number one in traffic enforcement in the whole state within a month.

I had been in shipbuilding and aircraft production. I had been an inspector of engineering material with the US Department of the Navy in South Carolina, North Carolina, Georgia and Alabama. I built my own grocery store, my own furniture store, my own restaurants, my own real estate business and I had more background in management, cost control and efficiency; in management, leading, building, producing, than you get in government in three or four hundred years.

**Keynoter:** What was "Peoples Day?"

**Maddox:** That was the first time that had happened any where in the United States as far as I know. They called it "Little People's Day" but it was everybody's day. I thought government belonged to everybody so I opened [the Governor's Office] up twice a month to let people in the whole state issue their complaints, seek advice, seek assistance and I had state officials come in to the governor's office when people had problems with prisons, or highways, or revenue, or education, or welfare or whatever it might be. There was someone to answer them for the first time in the history of Georgia. We had more people visit the governor's office in those four years then we had in the previous 66 years of the 20th century.

The same way with the Governor's Mansion. Neither you nor anyone else has ever heard of a Governor's Mansion being open six days a week and the First Lady standing there and greeting people. It had never happened in the United States. My little old wife greeted more people at the door (and me too when I was



**Maddox Carries Pistol.  
 Turns Away 3 Negroes**

Do You Want  
**LESTER MADDUX**  
 As Your Governor?

If Not  
 You Must Vote on  
**Wednesday, Sept. 28**

**An anti-Maddox flier about his response to a Civil Rights demonstration at the Pickrick restaurant.**

available) then had visited the Governor's Mansion in the previous 66 years.

**Keynoter:** A Georgian told me that as part of "Peoples Day" you had a lockbox and gave out cash to deserving Georgians. Is there anything to that?

**Maddox:** No, sir, that's not true.

**Keynoter:** There is a famous photograph of you as governor riding a bicycle backwards. Can you explain that?

**Maddox:** That was a stunt I could do on a bicycle. There were a lot of things I did on a bicycle. In 1932, I worked at a drugstore seven days a week, working on a bicycle. [He first performed the stunt at that time to impress his future wife] I made a living riding a bicycle. I worked at a wholesale jewelry supply company in downtown Atlanta; I rode my bicycle there. I rode my bicycle from my home in Atlanta to Lithia Springs in Douglas County; it wasn't but about 18 miles. Everybody rode bicycles back then; now they ride automobiles.

**Keynoter:** When Governor, what sort of contact did you have with President Lyndon Johnson and President Richard Nixon?

**Maddox:** Wanting to help defeat the Johnson ticket, I attended the Goldwater for President rally and parade in downtown Atlanta, and traveled extensively addressing "Goldwater for President" rallies in five states, having been immensely inspired to do so by the Republican Party Convention speech of that great, true and caring Ronald Reagan.

Upon my first visit to the White House, following my election as Governor of Georgia, President Johnson (for some reason never explained) afforded me with very special and personal attention. Chief of Staff Marvin Watson introduced himself to me and stated "Governor Maddox, the president would like to have you visit with him in the oval office." I was greeted with a warm and friendly welcome and given the big hand of President Lyndon Johnson. We extended the usual pleasantries; President Johnson responded with "Governor I have been looking forward to meeting with you and am happy that we have this opportunity to discuss any matter that may be of interest to you."

I followed his remark in a friendly manner with, "Mr. President, I'm sure that you will fully understand how greatly I appreciate meeting with you in your office today, especially so when less than two years ago I was outside the White House pick-

**THIS IS  
MADDOX  
COUNTRY**

**MADDOX  
WITHOUT A  
RUNOFF**

Above: Two Maddox yard signs, one of which calls for voters to give Maddox a majority in the first primary to avoid a runoff primary. Below: Ticket to a 1967 Democratic Party fundraiser featuring Gov. Maddox with the state's two U.S. Senators. The 1968 version on the next page shows Gov. Maddox with Texas Gov. John Connally, who later switched parties and ran for President as a Republican.

1123

## 1967 Jefferson-Jackson Day Dinner



HERMAN E. TALMADGE



LESTER G. MADDOX



RICHARD B. RUSSELL

Sponsored by the Democratic Party of Georgia.

Dinkler Plaza Hotel, February 20, 1967.

Dinner 7:00 pm.

Ticket must be presented at door. Donation — Fifty Dollars.







MADDOX Country



In the 1970 General Election . . .

158 of Georgia's 159 counties were won by  
**LESTER MADDOX**



With your help in 1974, LESTER MADDOX  
will beat that record by one county!



"Maddox Country" was the slogan used in his Georgia campaigns. Although there are many vendor buttons for Maddox, the simple black and white litho with "Maddox Country" inside a map of Georgia was definitely put out by Maddox himself.

704

## 1968 Jefferson-Jackson Day Dinner



GOV. JOHN CONNALLY  
Guest Speaker



LESTER G. MADDOX  
Governor



JAMES H. GRAY  
Chairman

Sponsored by the Democratic Party of Georgia.

Marriott Motel, February 19, 1968

Dinner 7:00 pm.

Ticket must be presented at door. Donation — Fifty Dollars.



eting and could not even get in the driveway."

We both laughed at the remark and he promptly responded, "I understand Governor, but things do change and that is why we are together today."

I met with President Nixon on a number of occasions and learned to appreciate him and judged him to be a most able, knowledgeable and in-command leader. He also appeared to me as being courteous.

Only dishonest, crooked and criminal men would have planned and participated in the Watergate break-in, and they had to also be stupid, for all available polls and other information indicated that Nixon would be elected for a second term. However, far more stupid and wrong than the perpetrators was that Richard Nixon thought he could get by with it.

I have pictures here of Nixon handing me a rock off of the moon and pictures with Lyndon Johnson and people like that.

**Keynoter:** I understand that in your unpublished memoirs there is a story about Ronald Reagan. Can you share that with us?

**Maddox:** I worked with him a lot. I helped him in several instances during those four years when we had worked together as governors. If he had any weakness it was trusting people who betrayed his trust. I went to his [Presidential] Inauguration and when they asked why – as a Democrat – I was there, I said, "I'm not really a Democrat or a Republican I'm just Lester Maddox. I got to see my friend Ronald Reagan sworn in and I got to see 'Peanut Carter' sworn out. I got double my money's worth." [Chuckle]

**Keynoter:** You were Georgia's "Favorite Son" at the 1968 Democratic National Convention. Any memories of that you can share?

**Maddox:** The only reason I announced was because the party was going to the left and I wanted to go to Chicago and let the

"I'm voting for Lester Maddox because I've looked inside this folder and found the true value of the promises made by his opposition."




**VOTE FOR and ELECT LESTER MADDOX**  
Former owner of PICKER Restaurant, Atlanta

- Greater security
- FOR ■ Greater freedom
- A greater Georgia for all

*Stand up for Georgia*

**One Man Stood!  
One Man Stands!  
One Man Will  
Keep Standing!  
That man is . . . . .  
LESTER MADDOX**



**CANDIDATE  
OF  
THE  
PEOPLE**

**VOTE FOR and ELECT  
LESTER MADDOX  
President of the United States  
November 2, 1976**

Americans know they can trust Lester Maddox, that he never has and never will betray their trust.


Americans as well as other citizens of the world know that Lester Maddox is America's leading crusader for constitutional government, for private free enterprise, for the rights to private property, and that he stands out alone as the candidate who practices what he preaches in demanding honest, open, efficient and representative government.

For Open, Citizen-Involved Government

**Elect LESTER G. MADDOX**



President of the United States



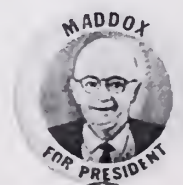
Vice-President of the United States

**WILLIAM D. DYKE**  
American Independent Party

Three campaign brochures from Lester Maddox. That on the left is from an early gubernatorial race, the other two are from his 1976 race for President on the AIP ticket.

**MADDOX-68**  
**FOR PRESIDENT**

P. O. BOX 1212  
ATLANTA, GA



Left: Bumper sticker from the 1968 Democratic National Convention. Above: Vendor button from 1968.



Democrats know that all of the people in the Democratic Party in leadership positions at the state level were not on the liberal, leftist, socialist side. I had no other purpose; I had no idea of getting the nomination. I addressed 19 different state delegations trying to convince them that the Great Society and the War On Poverty and the other things were leading us away from our form of government.

At the Conrad Hilton Hotel (It was the Stevens Hotel in 1940 when I met Wendell Willkie) we had three fires in our hotel that night and when I arrived the secret service told me that someone had bought up all the stove polish in all the hardware stores around Chicago [Chuckle].

That's not a very good impression because it wasn't representative of Chicago. Because of the socialist leadership in the Democratic Party, it turned into a pretty nasty thing. But I told them that even though there was rioting going on and all of those wild people downstairs, I could get in and out of my hotel anytime I wanted to with 50 police officers. The party is still moving to the left, of course.

**Keynoter:** You were constitutionally barred from running for reelection in 1970, so you ran for Lt. Governor instead. What was it like to be Governor Jimmy Carter's Lt. Governor?

**Maddox:** He rejected my open, honest, efficient and representative government and that was difficult. He said that I was the greatest thing that ever happened in Georgia [during the 1970 campaign]. Now he's going all over the country telling people false statements about himself and about me. Of all of the public officials that I have worked with, I have never found one quite as dishonest and cruel as Jimmy Carter. It's sad. But I was his hero in '70.

**Keynoter:** How did you get involved with the American Independent Party in 1972?

**Maddox:** George Wallace was running on the independent ticket [in 1968] and I had a Wallace for President rally for him at the state capital in Georgia. I met him and his wife in a limo at Montgomery airport in 1971 and convinced him to run as a Democrat instead of an independent that time. After he was shot we met with him and his wife in Silver Springs and his wife thanked me for getting George to swap and said that everything I said had turned out exactly like I said.

**Keynoter:** How did that lead to your 1976 Presidential bid on the AIP ticket?

**Maddox:** The reason that I got involved was that I had talked Wallace into leaving the independent party but I had not intended on him becoming a full-fledged Democrat. I ran on the Democratic ticket in Georgia because the Republicans wouldn't even let me in the door (at that time they nominated by caucus instead of by primary). I succeeded in getting George Wallace to run as a Democrat rather than an independent but when he became a full-fledged Democrat and endorsed Jimmy Carter, I felt like I owed something to the independent people that had sup-

### The Pick Handle

The anti-Maddox handbill on page 19 refers to his forcing civil rights demonstrators out of his restaurant. Note the threatening pick handle being carried in the photo. The pick handle (not an ax handle as often believed) became a symbol of defiance of the federal government associated with Lester Maddox. But before it took on a political meaning, it was one of two symbols of the pickrick restaurant (the pick and the hayrick, or hay stack). The Pickrick was a cafeteria and its slogan was "You pick it out and we'll rick it up." The specialty was fried chicken and the pick handle was said to resemble a chicken leg. Pick handles were used as decorations in the restaurant. Over the years, Maddox sold thousands of autographed pick handles. They are often found stamped with the words "Lester Maddox's Pickrick drumstick."



Lester  
**MADDOX**  
FOR  
PRESIDENT

**MADDOX**  
AND  
**DYKE**



Buttons and sticker from 1976 AIP race. The playing card combines several Maddox icons: he's holding a pick handle, riding a bicycle and a chicken runs nearby. The Pickrick restaurant was famous for its chicken.



**Maddox Dyke**

ported Wallace. They really didn't have a candidate. I should not have accepted the nomination other than for that one reason because there was no chance of any success.

**Keynoter:** During the 1976 campaign the AIP fractured with some of the supporters of John Schmitz forming the American Party and nominating (1972 AIP VP nominee) Tom Anderson for President. Did you make any effort to get them back?

**Maddox:** No sir. I wasn't involved.

**Keynoter:** As a very controversial public figure, did you face any threats or incidents on the campaign trail?

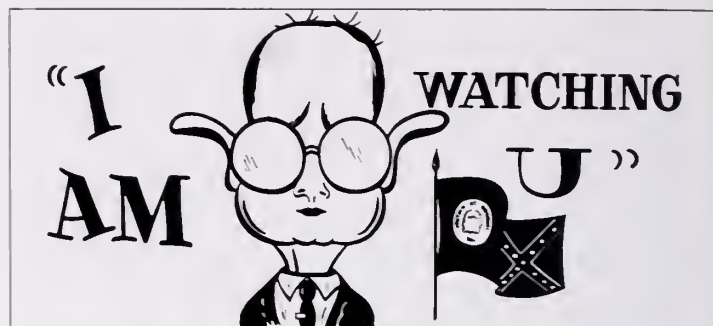
**Maddox:** No, but I think people who are not controversial are not much of anything else. If you are not very much against anything then you are not very much for anything.

**Keynoter:** Third parties don't have the money or media attention of the major parties. How did you get your message out?

**Maddox:** I traveled most of the time and got media coverage where I was able to travel.

**Keynoter:** Campaigns are supposed to be about issues. It sometimes seems that third parties are the only ones talking about issues. Do you think anything can be done to improve the level of discourse in political campaigns?

**Maddox:** I had had plenty of issues when I ran for Mayor of Atlanta, Lt. Governor, Governor of Georgia and President. It was all open, honest, efficient, and representative government (something that has gone with the wind). I don't blame it on the politicians; I blame the American People. You can't clean up government without first cleaning up outside government. We can talk about all of these big corporations going bad. Millions of businesses go broke but when have you heard of a government going broke? You know corrupt corporate officials generally hurt only their stockholders but corrupt people who lead government hurt the whole population. They are protected generally by people in the media, biased, prejudiced on the left, seeking to obtain readers, viewers and listeners and keep them. That has more to do with what is going on in this country than any other single factor.



Southern politics seems to produce more colorful items than other parts of the country. Above is an anti-Maddox license plate. Below are the covers of record albums featuring talks by Lester Maddox.

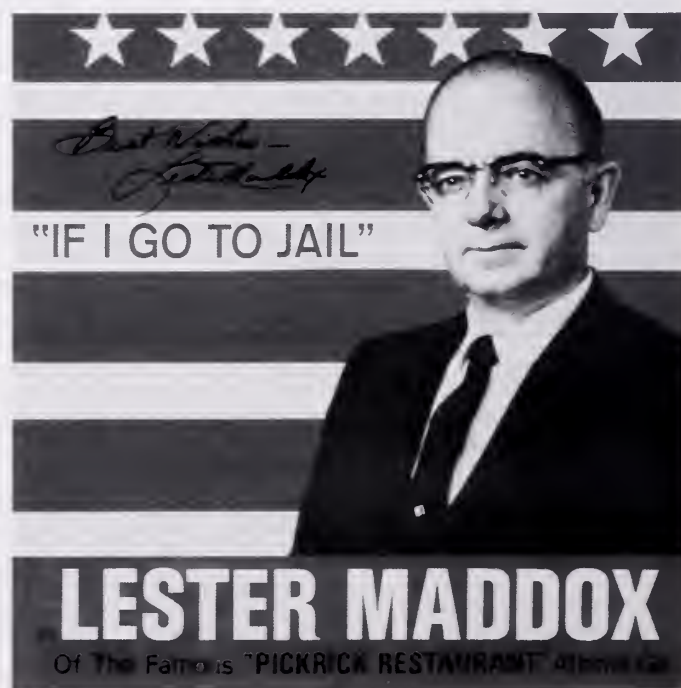
**Keynoter:** You were a critic of President Clinton and, despite your poor health, published a booklet attacking his health care plan. Do you have any thoughts on him?

**Maddox:** I was in the Piccadilly Cafeteria line getting my precious wife and me a meal, when he was president and the people in line started to talk about what was going on in Washington. Some older lady spoke up and said, "I don't believe you all ought to talk about him like that because we are all guilty." So, I said in front of those people, "We knew about Clinton already; we didn't know about you until you just admitted it." [General laughter] I felt sorry for her husband. I just think people ought to be honest. None of us are totally honest, we have "walking around sense," but I never got in trouble for making false statements; it was always for telling the truth.

**Keynoter:** In his final years George Wallace asked for forgiveness for some of the things he had said or done. Do you have any regrets?

**Maddox:** Well, he started campaigning for things that he didn't believe in and I couldn't do that. I'm Lester Maddox. That's all I know how to be.

**Keynoter:** Thank you very much.★





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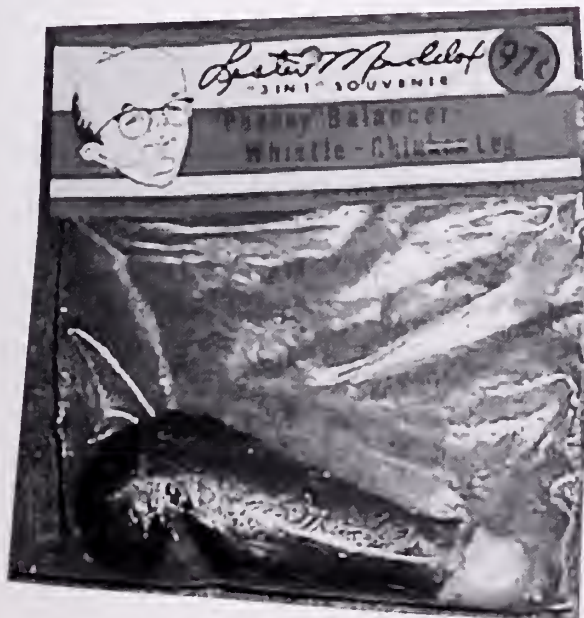
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Sticker and rubber stamp from early Lester Maddox campaigns.

Maddox souvenirs were a cottage industry in Georgia and sometimes mocked by his political opponents. Although many novelty items have been put out about candidates, Lester Maddox may be the first to sell such items personally.



# A Brief History Of The American Independent Party

by Richard Rector



Alabama Governor George C. Wallace opposed the civil rights laws advocated by the Kennedy and Johnson administrations. In 1964, he challenged LBJ in three Democratic presidential primaries, drawing far more votes than expected. He ran for president again in 1968 as an independent, founding the American Independent Party (AIP).

George Wallace and his Vice Presidential running mate General Curtis LeMay became the first third party candidates to make the ballot in all 50 states. (They also qualified for the Washington DC ballot but were thrown off on a technicality, although one must assume he had little chance of winning DC's electoral votes). On Election Day the Wallace/LeMay ticket polled 9,906,473 votes or 13.5% of the popular vote, carrying 5 states with 46 electoral votes. It was one of the best showings ever by a third party ticket.

In 1972, Governor Wallace returned to the Democratic Party to run for president in the primaries. During the course of that campaign he survived an assassination attempt but was severely injured and would spend the rest of his life in a wheelchair. Whether he would have accepted the AIP nomination again if he had been healthy is unknown.

The AIP instead turned to Congressman John Schmitz, who counted President Nixon among his constituents. Schmitz had endorsed Nixon's conservative challenger, Rep. John Ashbrook, in the GOP primaries. Nixon returned the favor by supporting John Schmitz's Republican primary challenger. Schmitz lost the primary and - with his congressional career about to end - accepted the AIP presidential nomination. Long time states rights activist Tom Anderson of Tennessee was chosen as his running mate. The Schmitz/Anderson ticket made the ballot in 32 states and polled 1,107,083 (1.42%), winning no states or electoral votes. While the results were a major drop from 1968, it remains one of the best third party showings in history.

After the election John Schmitz returned to the GOP and won a seat in the state legislature. Back in the AIP, the Wallace and Schmitz factions started to fight among themselves. Eventually the Schmitz faction broke away and formed the American Party (AP).

In 1976, the AIP continued to hope that George Wallace would once again accept their nomination but Wallace endorsed Jimmy Carter. The AIP then nominated Lester Maddox for President and former Mayor Bill Dyke of Madison, Wisconsin for Vice President. The Maddox/Dyke ticket made the ballot in 19 states and polled 170,880 votes or less than 1% of the popular vote.

The new American Party nominated Tom Anderson for President and Florida tomato farmer Rufus Shackelford for Vice President. The Anderson/Shackelford ticket made the ballot in 18 states and received 161,112 votes, again less than 1% of the popular vote. The two tickets together polled 331,992 votes, which is about average for a serious third party ticket.

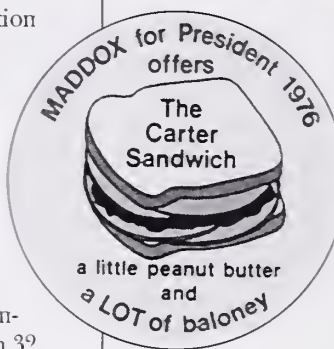
The AIP managed to mount a ticket in 1980, nominating Democratic Congressman John Rarick of Louisiana, who had lost his congressional primary that year, while the AP nominat-

ed economist Percy Greaves. (Greaves pronounced his name "graves," leading to the uninspiring slogan "I dig Greaves.") Neither campaign garnered much support.

The AIP, the AP and their California state variation (the Independent American Party) squabbled on the far right for several campaigns, much as diverse Socialist parties have long sparred on the far left. Eventually they realigned into the Populist Party, the U.S. Taxpayers Party and other groupings.★



## Maddox and Carter



Georgia Democrats Lester Maddox and Jimmy Carter had a stormy history. Maddox defeated Carter for governor in 1966. Legally barred from serving two consecutive terms, Maddox was elected lieutenant governor in 1970 as Carter was elected governor. Maddox tried to be Carter's successor as well as predecessor and lieutenant governor when he ran for governor again in 1974 but that campaign failed. Maddox wound up running against Carter for president in 1976 as the AIP nominee.

### WHERE DOES

## JIMMY CARTER

**STAND?** Nobody seems to know . . . not even Jimmy Carter . . . for he appears to stand for different things to different people and at different places. Maybe Carter doesn't really stand for anything . . . or possibly stands for nothing except Jimmy Carter.

Jimmy Carter says:

*"If I ever lie to you or if I ever mislead you - please do not vote for me."*

Based upon false, misleading and deceiving statements and actions as a candidate for Governor of Georgia in 1970, as Governor of Georgia from January, 1971 to January, 1975 and as a candidate in 1975-1976 for the Democratic Nomination for President of the United States, Jimmy Carter, in my opinion neither deserves or should expect one vote from the American people.

Lester Maddox  
Former Governor of Georgia



## Collecting History



# H.R. 1776 and Madame Chiang

by Robert Fratkin



One thing I have found in 40 plus years of collecting is that there has almost never been a major historical issue that America has faced since 1896 that wasn't reflected on a button. The excitement comes from finding an item for a moment in our history that I hadn't seen anything for before. While in California for the National Convention, I picked up a button for H.R. 1776, an issue that had not previously been represented in my collection.

This button calling for the defeat of H.R. 1776 (i.e., House Resolution 1776, a piece on legislation before Congress) was issued by the isolationist movement. The most likely source is a member of America First, an umbrella membership organization founded in September 1940, which advocated strict American neutrality in the European war.

The button has a convoluted message. "Stop War and Dictatorship" doesn't refer to German dictator Adolph Hitler but to "Dictator" FDR's effort to provide support for the embattled British. Isolationists wore the button as a call to keep America from being pulled into the new war in Europe as it had during World War I. Fritz Kuhn and the German-American Bund used the same slogans, seeking to end the war sooner by keeping war materials from Britain.

America First was supported by diverse groups including many prominent isolationist Americans such as Charles Lindbergh, but also by pro-German and Nazi Bund groups with different objectives. Despite having over 800,000 members at its height, America First was dissolved in 1941, four days after Pearl Harbor.

So what was H.R. 1776? It was one of the two most important pieces of legislation in the 1939-41 pre-World War II period (the other being the passage of the Selective Training and Service Act – the draft – in 1940).

By late 1940 Great Britain was increasingly unable to pay for and transport the war materials it needed in its fight against Nazi Germany. Moreover, their ships bringing American supplies across the Atlantic were being heavily attacked by German U-boats. Britain's Prime Minister Winston Churchill appealed to President Roosevelt to find a way for the United States to provide aid to Britain. FDR proposed providing war materials to Britain without the immediate payment called for in the Neutrality Act of 1939.

A bill, assigned the patriotic bill number H.R. 1776 and called "A Bill Further to Promote the Defense of the United States and for other purposes," was introduced in the House on January 10, 1941 by Representative John McCormack of Massachusetts.

After extensive hearings and debate, Congress passed "Lend-Lease" and President Roosevelt signed the Act on March 11, 1941.

After the United States entered the war, Lend-Lease became the most important means for supplying the Allies

with military aid. In a famous fire-side chat to the American people while the bill was being considered by Congress, President Roosevelt used the analogy that when your neighbor's house is on fire, you don't ask for payment in advance before lending him your garden hose to help put out the fire. He is risking his life; you are simply supplying him with the equipment he needs to do the job. FDR pointed out that if his fire is not put out, your house might catch fire from the sparks from his house.

The first major action under the Lend Lease Program was the leasing of 50 American military ships to Britain in exchange for American use of British naval bases in the Western hemisphere.

I also picked up two other items from the same time period. The first is one of several "Open Up Western Front Now" buttons issued by American pro-Communist groups in 1942-43, promoting an Allied invasion of Europe to divert German troops from the Russian front. The other item, which I bought from Fred Swindell at the Irvine show, welcomes Madame Chiang to San Francisco in 1943. American-educated Madame Chiang was the wife of Generalissimo Chiang Kai-shek, the leader of Nationalist China, one of our major allies against the Japanese. Her appearances in American cities were well-calculated PR, putting a human face on China's cause in the fight against the Japanese military in her native land. She was one of the Soong sisters, the very attractive socialite daughters of T.V. Soong, the Nationalist Chinese Ambassador to the U.S. before and during the war. As friends of publisher Henry Luce, the Soong sisters appeared frequently in the pages of Life Magazine and became well known in America. The Generalissimo and his battered army were forced from the mainland of China by Mao Tse Tung (old spelling) and the Communists in 1949, reestablishing the Nationalist government on the offshore island of Formosa, now known as Taiwan. While at the con-

vention, I was surprised to hear a news item on the radio that Madame Chiang is still alive at 105 years old (at least she was when this article was written in August 2002).★



Button shown enlarged.

