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THE

KEYNOTER

THE AMERICAN POLITICAL ITEMS COLLECTORS



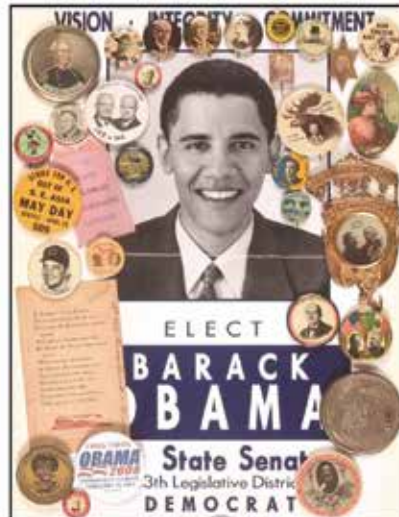
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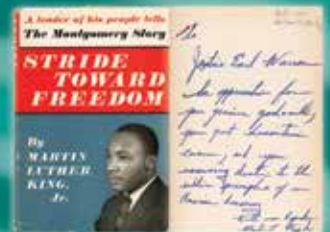
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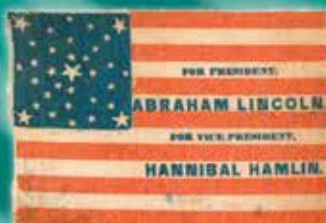
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FROM THE APIC PRESIDENT



As the new President of APIC, it's difficult to express how excited I am to help oversee an organization I've enjoyed being a part of for so many years. I'm also honored to follow in the footsteps of many great APIC leaders who preceded me, and I only hope I can live up to their expectations, as well as those of you who help make APIC such a wonderful organization.

As many of you know, we launched a new APIC.us website earlier this year, and I hope you are spending some time on it reading through past issues of the *Keynoter*, finding fellow members in the directory and perusing the many available resources. One feature on the website that could use your help is called "Why I Collect." The goal of this section is to highlight stories from members who share why they started collecting and what they value about being a member of the APIC. For example, here's my story:

When I was freshman in high school in Dallas, I'd built a small collection of political pins, mostly from the 1968 presidential campaigns. My older brother was in college then, and every time he came home he brought me more pins. Then one day in my history class, we discussed politics and I explained what I collected. My teacher, Mr. Byrd, asked me to bring in my pinbacks to show the class the next day, which I did. After class, he called me over to his desk and handed me a cigar box full of much older political pins. He said they had belonged to his grandfather and that since I was "a collector," he thought I'd appreciate them more than he did. My collecting habit was born, and I've been adding to my holdings ever since.

While many collectors say the thrill of the hunt is what drives them to collect (and I agree that finding an amazing item "in the wild" of flea markets and antique stores is addictive), I truly enjoy learning the history behind each item. It's also fun to bring together a group of political items that are all related to help tell a story of what happened in a specific campaign. What's also great is that collecting political items can quickly expand into other genres, some related and others less so. For example, I truly enjoy my collections of Civil Rights items, media credentials, newspaper and magazine advertising memorabilia and rock concert flyers, posters, tickets and handbills, especially those held in support of political candidates. By expanding what I collect, I'm virtually guaranteed to find something new for my collection every time I attend (or host) an APIC local meeting or convention.

It's also important to note that in addition to adding thousands of great items to my collection through the years, I've also collected a wide range of friends through APIC, some very close. It's really wonderful to gather together with people who have similar interests to have discussions about what we collect, and many of those discussions have evolved into lifelong friendships.

President's message continued page 35.

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EDITOR'S MESSAGE



When I retired early six years ago, I remember the immortal words of the late APIC member Larry Brokofsky who described a retirement week as Six Saturdays and a Sunday. I have always kept that in mind, along with

my own personal retirement motto to learn something new every day.

I have some rules about the *Keynoter* I try to follow. Is it interesting? Does it advance the hobby in some way? Is there something for every collector?

I find most of the stories interesting even if they are about something I don't collect. I learn something from most of the stories, which follows my retirement motto.

Does it advance the hobby? I suspect every David Holcomb The Truth Be Told column advances the hobby by clarifying issues and collectibles.

Finally, is there something for everyone? I think this issue is a prime example of this. There are stories for advanced collectors and a story about pins that are common but have nice histories behind them. There are historical articles and there are articles about great finds and great personalities in our hobby. And pass the biscuits will never mean the same thing to me again.

All that said, I hope each of you find some things here that you like. If you do, let me know at TRbuttons@aol.com with a letter to the editor. You can even let me know if you find things you don't like. But keep in mind, what you don't find interesting might be interesting to others.

Tom Peeling, Keynoter Editor

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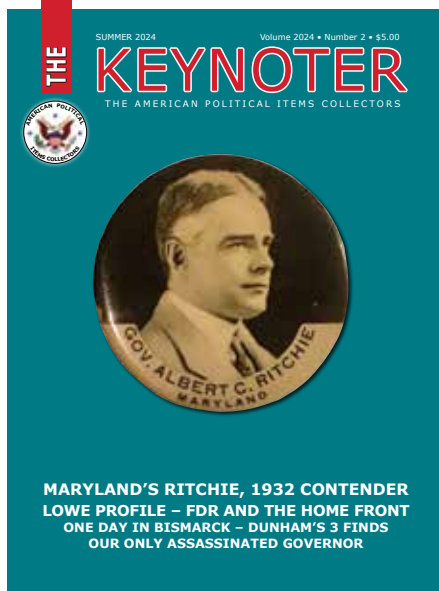
Pappy O'Daniel, flamboyant Texas governor and Senator.

NEXT ISSUE-- The Controversial Story of Dick Bristow

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LETTERS TO THE EDITOR



In the Summer 2024 Keynoter, page 15, first paragraph: The 1976 Republican National Convention was held in Kansas City (not New York City).

Thanks for another fine issue of the publication.

-John Hilpert, APIC 4990

All correspondence about content should be addressed to:

Editor

Tom Peeling
TRbuttons@aol.com

Associate Editor

Becky Peeling
BAPeeling@aol.com

Locals Editor

David Quintin
dqtxas@aol.com

Design & Production

Michael Tews
michael.tews26@gmail.com

Editorial Board

Lon Ellis
Tony Lee
Harvey Goldberg
Benny Brandvold
Adam Gottlieb
Matt Dole
Hal Ottaway
Barbara Zaczek

Columnist

David Holcomb

Contributors

Tony Atkiss	Becky Peeling
Michael Brooks	Tom Peeling
Harvey Goldberg	David Quintin
Adam Gottlieb	Greg Thompson
David Holcomb	Rand York
Bill Jones	David Yount
Tony Lee	

Photo Contributors

Tony Atkiss	Tom Peeling
Peter Briggs	David Quintin
Michael Brooks	Greg Thompson
Harvey Goldberg	Caleb Yonker
Adam Gottlieb	Rand York
David Holcomb	David Yount
Bill Jones	

Keynoter Advertising/Member Services

Darla Gonzalez
PO Box 262, Chandler, AZ 85244
Phone: 602-935-5258
askdarlag@gmail.com

Back Issues

Bob Fratkin,
coxfr1492@gmail.com

APIC Website

APIC.us

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American Political Items Conservators is the educational division of the American Political Items Collectors Inc., a 501(c)3 tax exempt organization. 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.

Pass the Biscuits, Pappy

By Greg Thompson, APIC 4225



In the movie *O Brother, Where Art Thou?*, Charles Durning brilliantly played the colorful cornpone Mississippi Gov. Pappy O'Daniel.

But as outrageous and bizarre as that fictitious Pappy was in the movie, he pales in comparison to the real thing – W. Lee “Pappy” O’Daniel, the flour salesman, hillbilly musician and slick radio philosopher who upended Texas politics for a decade in the 1930s and 40s.

Using a slogan of “Pass the Biscuits, Pappy.” The popular, relentlessly self-promoting singing radio star was elected governor in 1938 and 1940 and then U.S. Senator in 1941 and 1942 on his platform of the Ten Commandments and the Golden Rule. As he demonstrated while in office, he knew virtually nothing about governing and claimed he only ran for office at the behest of one of his blind radio listeners.

He also revolutionized campaigning and mass market communications in Texas politics and dealt Lyndon

Johnson his only electoral defeat, teaching the future president the hard way how to “adjust” late returns in a close election.

Wilbert Lee O’Daniel came to Texas in 1925 to run advertising for flour manufacturer Burrus Mills. Radio advertising was still new and unproven, but he came up with a radio show with hillbilly music to help sell flour. If O’Daniel had done nothing else, this alone would have given him a footnote in Texas music history. His new Light Crust Doughboys launched a fiddle-playing, part-time barber named Bob Wills, who became a legend as the creator of Western Swing music.

Back then, most women baked their own bread, so flour was a huge and profitable staple commodity. Texas was poor and rural, and many people didn’t have electricity until the late 1930s. The radio was the only source of entertainment for most, and many would power their precious radio with a car battery.



Radio ruled, and Pappy, who had left Light Crust to form his own Hillbilly Flour Co., ruled radio in Texas. The most popular radio program in Texas aired weekdays at 12:30. It was Pappy O'Daniel and his Hillbilly Boys. It was said one could walk down the street of almost any town in Texas during lunchtime and hear Pappy's homespun voice and music from every window. A young girl in rural Texas named Ann Richards – herself a future Texas governor – would later recall huddling by the radio each day to listen to Pappy.

And in each show, you would hear the song, Please Pass the Biscuits Pappy. (Here's a link to that catchy tune: <https://www.youtube.com/watch?v=QxQmj788X2o>).

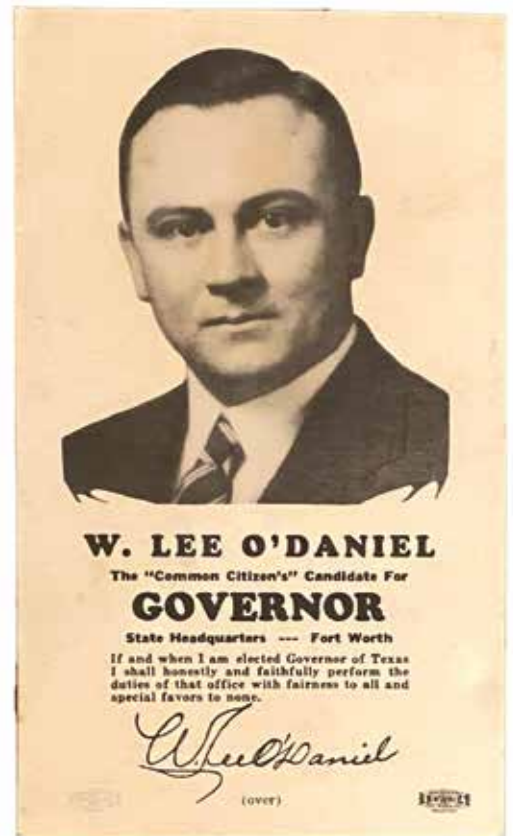
In 1938, he took that popular formula of hillbilly music and radio on the campaign trail, defeating almost a dozen established political figures without a runoff and selling a lot of his flour in the process.

He stressed the Ten Commandments, the virtues of his own Hillbilly Flour, and the need for old-age pensions, tax cuts, and industrialization. He posed as a hillbilly, but actually was a shrewd and successful businessman, acting under the professional direction of public relations men. Accompanied by his band, the Hillbilly Boys, and the Bible, he attracted huge audiences, especially in entertainment-starved rural areas.

As governor, O'Daniel was wildly unsuccessful. He was unable to engage in normal political deal-making with legislators, vetoed bills that he probably did not understand, and had his vetoes overridden a record number of times. But he was able largely to negate his ignorance, his isolation, and his political handicaps with masterful radio showmanship and was re-elected in 1940.

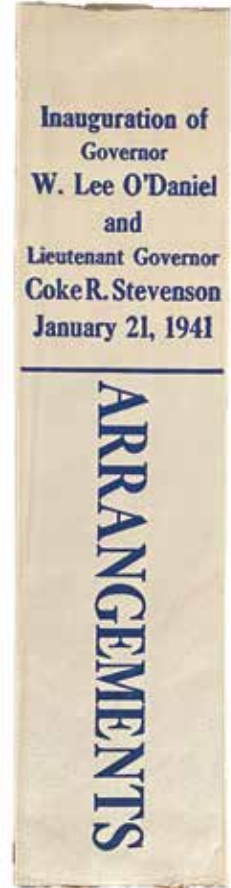
O'Daniel ran for the Senate in a special election in 1941, edging young Lyndon Johnson, when thousands of votes were "discovered" in East Texas a few days after the election. He won a full term in 1942. It is said that the vote stealing in 1941 actually was orchestrated by Austin power brokers who figured Pappy could do less damage in Washington.

He became a strident anti-labor, anti-Communist reactionary who was largely ignored in Washington. He decided not to run for re-election, returned home to his ranch and became largely forgotten. He did run for governor again in the 1950s with little success, but it was clear Pappy's best biscuit-passing days had long since passed.

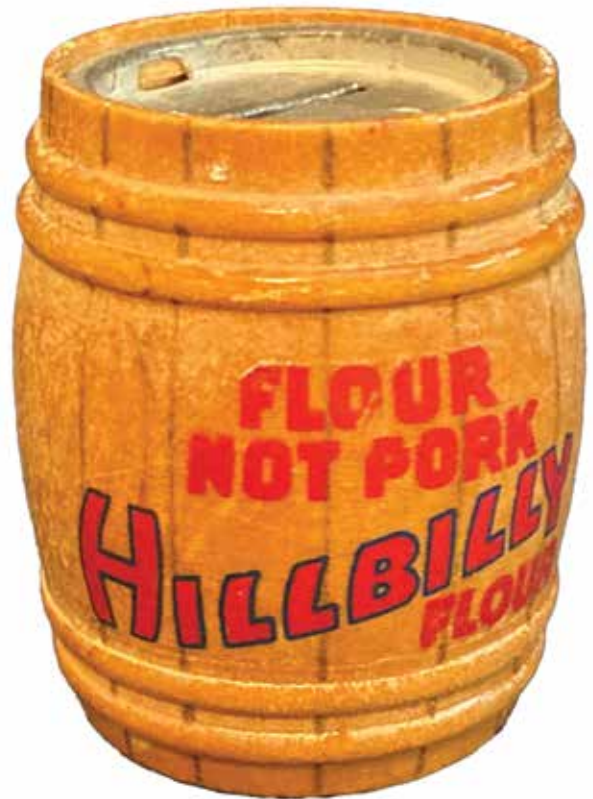


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There are a wide variety of unusual W. Lee O'Daniel items, almost all of which are rare. His buttons are especially difficult to find. Hillbilly Flour sacks included a pattern to make a cute homemade stuffed doll. They also were made into dresses, tablecloths, sunbonnets and a large distinctive folk-art quilt. Miniature flour sacks and small "Flour Not Pork" barrels were passed at rallies to raise money. There even is a chalkware replica biscuit adorned with a slogan on the bottom. That slogan? Of course, it is "Pass the Biscuits Pappy."









Reliving History One Button at a Time

By Bill Jones, APIC 10768

There was some added fun to a political collectibles show this winter when a noted dealer from Ohio dumped several gallon bags of buttons on top of the poolside bar and offered them to collectors there for \$2 each. The buttons ranged in age from the 1940 campaign until the mid-1970s. There was even a Dewey – Warren flag jugate in the mix, although it had curl issues.

I had a ball reliving my youth in politics and recalling the events, especially from 1964 to the Watergate era. Here are some of the buttons I found augmented by a few pieces that I already had in my collection.

This small, but very attractive 1 1/8 inch button grabbed my attention as soon as I saw it. Barry Goldwater represented a victory for the conservative wing of the Republican Party. Conservatives had complained for many years that they had to support a long list of moderate Republican presidential candidates who didn't represent their views. That list included Wendel Willkie, Thomas E. Dewey, Dwight Eisenhower and Richard Nixon. Finally, in 1964, the conservatives got their candidate. Goldwater was a plain speaking man who didn't mince words. The theme of his campaign was summed up by the slogan "A choice not an echo."

Another classic Goldwater button expanded on that slogan with an excerpt from his nomination acceptance speech. "Extremism in the defense of liberty is no vice. Moderation in the pursuit of justice is no virtue."

Goldwater took a strong stand against communism, which his supporters emphasized on this "Victory over Communism" button which was "in the pile."

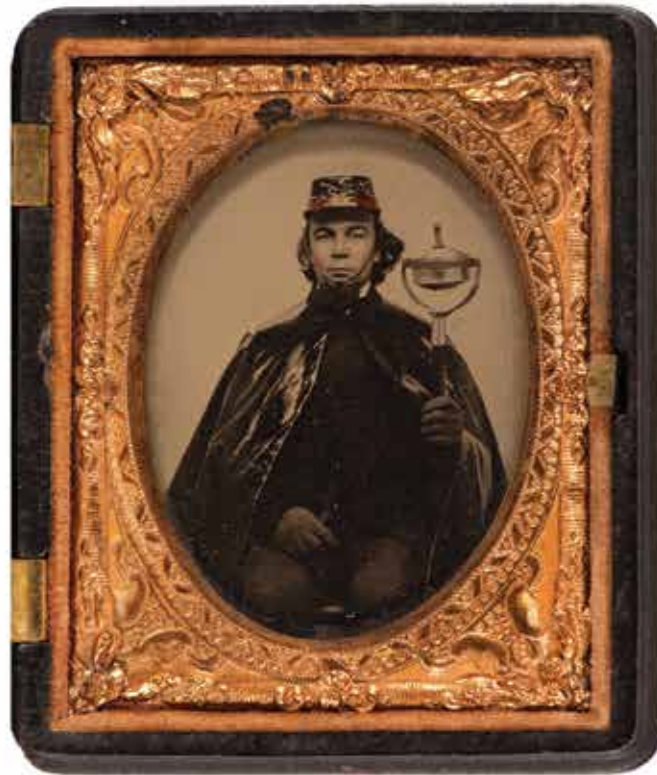
The liberal wing of the Republican Party was none too happy with the rise of the Goldwater movement. I vividly recall the night when my mother and I sat up late in the night to watch New York Gov. Nelson Rockefeller address the convention. Amid a chorus of boos and catcalls, Rockefeller described the Goldwater rise as a movement that was "alien to the values of the Republican Party." At one point, Rockefeller departed from his prepared remarks and said, "You may not agree with me, but it's the truth!" That set the crowd off even more. In keeping with that memory, I pulled this 1968 Rockefeller hopeful button from the pile.

Another small find was this 7/8 inch "Romney '64" button. George Romney was the father of Mitt Romney who was the 2012 Republican presidential candidate. George ran a slightly longer campaign in 1968, which ended famously when he declared he had been "brainwashed" during a tour of Vietnam.



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I would say that a majority of college students from my generation opposed the Vietnam War. One night at the student center, a guitar player was entertaining us in the lounge with the chant "Kill for Peace!" Then everyone in the room leaped to their feet and began to dance and chant the slogan with unbridled enthusiasm for half an hour. I recalled that moment in my life when I saw this piece in the pile.



By 1968, the war in Vietnam had become a major political issue. Minnesota Sen. Eugene McCarthy broke with President Lyndon Johnson and opposed him in the New Hampshire Primary. Although Johnson won by a narrow margin, it was viewed as a win for McCarthy. Ultimately Johnson announced that he "would neither run nor accept the nomination of my party to run for another term as your president." I found these McCarthy picture buttons in the pile. The second one, "California for McCarthy," recalls the awful night when Robert Kennedy was assassinated after winning that state's primary.



Robert Kennedy joined the race after McCarthy's strong showing. Some of my college student peers viewed Kennedy as a usurper who was taking advantage of the brave stand McCarthy had taken against the political establishment. Others thought differently.



Eldridge Cleaver might have been the most unusual presidential hopeful in 1968. He had been convicted and served time for burglary, rape, assault and attempted murder. In 1968, he became a fugitive when he and a group of other Black Panther members ambushed two Oakland, CA, police officers. Nevertheless, his name was floated as a presidential candidate. This unusual button was in the pile. Later in life, Cleaver turned to religion and joined the Mormon Church. He became a conservative Republican and appeared at Republican events prior to his death in 1998.



George Wallace mounted a serious challenge to the political establishment in 1968 when he ran as a third-party candidate. Although he had no chance of winning, he threatened to syphon enough Electoral College votes from the major party candidates to throw the presidential election into the House of Representatives. The opposition to Wallace was fierce. This button likened him to "Rose Mary's Baby." The reference was to the 1968 hit film where a young woman is raped by the devil and carries the Anti-Christ child to term.



Another button satirized the disastrous press conference where Wallace introduced his running mate, General Curtis Lemay. Lemay stated that he "would be ready to do anything we could dream up, including the use of nuclear weapons" to combat communism. That statement inspired this button with unflattering caricatures of the candidates.



I was quite surprised when I found this pro Wallace, "Save America," button in the pile. The image of the Alabama governor, who was known as the "angry man's candidate," is quite unflattering in my opinion.



The Committee for the Re-election of the President, which was also known as "CREEP," was a well-oiled, well-financed machine in 1972. A large number of Nixon re-election buttons were issued with numerous slogans. Here are some of them, all "from the pile."



Former Texas governor, John Connally, headed

up the "Democrats for Nixon" movement. Among other offices, Connally had been Secretary of the Navy in the Kennedy administration and a Democratic Party Governor of Texas. He was seriously wounded in the motorcade in which President John F. Kennedy was assassinated. Connally switched parties in 1973 and was the treasury secretary in the second Nixon administration. He ran for the Republican presidential nomination in 1980 but was able to garner only one delegate.

One of Richard Nixon's most enduring campaign slogans was "Nixon's the One!" It appeared on several buttons, including this impressive three and a half inch button that cropped up in the pile.



When it was becoming obvious that Nixon was involved in the Watergate scandal, his critics turned the phrase around and used it against him. This piece was also "in the pile." When Nixon aide Alexander Butterworth revealed that Nixon had installed a taping system in the White House, the raw materials for "the smoking gun evidence" that Nixon was directly involved in the Watergate coverup were in place. Despite the creation of the infamous 18 minute gap on the tapes, and volumes of edited transcripts, Nixon had no choice but to resign.



In the meantime, Vice President Spiro Agnew, who was Nixon's attack dog, was in trouble. Agnew, who was famous for attacking "limousine liberals" and "nattering nabobs of negativism," had problems of his own. It was revealed that he had been taking bribes from Maryland contractors for many years, including when he was vice president. In addition, he had not reported any of this illicit income on his income taxes. Agnew's downfall could not have come at a worse time for Richard Nixon, but it saved the nation from another major scandal had Agnew become president. Agnew had no choice but to plead "Nolo Contendere" (No Contest) in court and resign. Agnew's many critics were only too happy to observe his humiliation. This button "from the pile" was issued before he was forced to resign.



As you can see, one can have a lot of fun with this hobby without spending a lot of money. I had a most enjoyable afternoon, and I'm sure many other attendees did as well.

Gone in a Jif

By Tom Peeling, Keynoter Editor

The APIC has had a Facebook page for more than a decade. It's been a place for political collectors to gather virtually to ask questions, hear about APIC events and discuss new finds in the hobby. At some point, an informal poll was taken of those on the site about whether sales of items should be allowed there. The decision was definitive that no sales should be allowed.

So, being a smart guy, APIC member Paul Bengston had the idea of creating a Facebook site where political collectible sales could happen. He named it the Political Memorabilia Exchange (PME). Today, it has 4,200 members.

Fast forward a year or so to APIC member Jack Dixey who had an idea one evening while sitting at home snacking on Jif brand peanut butter. Dixey watched things selling in a jiffy on the PME. Hence, the quick sales and peanut butter snack morphed into Jif Night. Good thing it was Jif. Peter Pan night just doesn't have the same panache.

Dixey said he got the idea for Jif night from another collector who created a "virtual bourse" online at a collectibles show. While talking to APIC member Matt Dole, Dixey told him "I just sold \$650 worth of stuff just sitting around the house while eating a spoonful of peanut butter.

"With Paul Bengston creating the PME, that took the virtual bourse to another level," Dixey said. "The combo of the virtual bourse and the PME brought the idea that we could hold it at any time. The Jif idea was to bring sales to a specific time."

So Thursday night Jif was born. Dixey contacted a few other sellers on the PME and asked them to sell some items from 8 p.m.-10 p.m. Eastern time on Thursdays. The specific time for selling created an audience and "a sense of urgency," Dixey said, putting his college marketing degree to work.

A little discord happened soon, however, as folks on the West Coast complained that they were in their cars heading home from work when Jif night began. So Dixey created a second Jif night on Sunday nights when theoretically West Coast folks would be home.

While Dixey said initially he'd put up 60 items for sale in two hours, many \$5 items at first to keep it going. Now, 9 years later, it's still going strong. Why is that?

"They (collectors) see an advantage to not have commissions to pay," he said. "And everyone watches out for each other (to make sure sellers follow through on sending items.)"

In the nine years since it began, Dixey has never missed selling on a Jif night. He even sold years ago from Greece where he was at a "destination wedding." And it's not just \$5 items that are sold. Dixey once sold a \$4,500 Cox gubernatorial button on a Jif night, and this past summer two different Lincoln portrait ribbons were offered on one night. Dixey knows of items being sold to people in at least six different countries outside the United States.

What does the future hold for Jif nights?

"I think it just keeps going," he said. "It's kind of self governing. The success of it is that everyone wants to see it succeed."



A Different Kind of Marshall

By Tony Atkiss, APIC 2215

I was pleased to win this Wilson item in a recent auction. At first glance, it appears to be a ribbon, but people wonder why the Marshal is so much larger than the Wilson. In fact, it is not a ribbon but an arm band. It is the first Wilson arm band I have seen in my many years of collecting Wilson. Note that MARSHAL is spelled with one "L".



The dictionary tells us that one definition of MARSHAL with one "L" is "a person who arranges and directs the ceremonial aspects of any gathering." In this case, it is probably a Wilson parade or rally.

The slogan on the arm band is "Wilson and Victory 1912." Vice presidential candidate THOMAS MARSHALL, with two "Ls", did not make it on this arm band.

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The Camp David Peace Accords

By Michael J. Brooks, APIC 8647

President Franklin Roosevelt instructed the WPA to build a retreat in the Maryland mountains in 1938 that he appropriated for personal use and named "Shangri-La." President Eisenhower renamed it "Camp David" after his father and grandson (his grandson who married first daughter Julie Nixon in 1968).

Though numbers of dignitaries have visited, Camp David is perhaps best known as the site of 13 intense days in 1978 when the U.S., Israel and Egypt hammered out peace accords.

President Jimmy Carter's Secretary of State, Cyrus Vance, met in England with Israeli and Egyptian ministers for informal talks, and became discouraged by the intransigence of both sides. He told the president that he agreed with Carter's idea to try something entirely unique. Vance then took Carter's hand-written invitations for the Camp David summit to President Anwar Sadat of Egypt and Prime Minister Menachem Begin of Israel. Both men accepted the invitation. Carter pleaded with both to practice restraint since it was well-known the leaders cared little for one another.



Carter entrusted the affairs of D.C. to Vice President Mondale and departed for Camp David on Sept. 4.

Carter worked for an informal atmosphere with casual clothing and times for recreation. Staffers from the nations mingled together, although Begin and Sadat met only during formal negotiations. Another benefit was that almost all parties spoke English and no interpreters were needed.

Carter includes details for each of the 13 days at Camp David in both *Keeping Faith* and *White House Diary*.

Sadat wanted the Sinai territory, captured in the Six Day War, returned to Egypt and hoped for a compromise on the West Bank issue -- the possibility of a Palestinian state taking root there. At one point, Begin proposed that Palestinians could live in the West Bank without civil autonomy. The complex negotiations focused on some 50 issues.

The president hosted a tour of nearby Gettysburg on Day Six as a way to ease tension, but also to point out the horrors of war. A few months earlier Carter and Press Secretary Jody Powell hosted Civil War historian Shelby Foote at Camp David, so the president was fully briefed as tour guide. Interestingly, Carter wrote later, the military leaders of both nations had studied the classic battle in their military schools.



Begin prepared to end the talks and return home on Day Eight with a simple statement thanking the president for hosting the meetings. Carter and Begin had a heated discussion about this. Carter, Vance and representatives from the two nations worked the following day on revised proposals. On Day Ten, a discouraged Carter summoned Mondale to Camp David to help determine how to end the talks with minimal political fall-out.

Sadat decided to leave on Day Eleven, but was talked out of this by the president who underscored their long friendship and mutual trust.

Carter explained in *White House Diary* that he obtained the names of Begin's grandchildren and signed photos for them. When he gave these to Begin, tears welled up in the Prime Minister's eyes. Carter added: "This proved to be a turning point in Begin's attitude toward reaching a peace agreement, from obdurate objections to an obvious desire to be successful."

On Day Twelve, Begin agreed to stop the building of Israeli settlements on the West Bank. (He later violated this part of the agreement asserting that he believed it only mandated a three-month cessation of building.)

Final documents were signed on Day Thirteen. Carter phoned former President Ford and all three leaders spoke with him enroute to the White House.

Carter addressed the U.S. Congress on Sept. 18 with Begin and Sadat in the gallery. At the end of his speech, he quoted from the Sermon on the Mount: "Blessed are the peacemakers for they shall be called the children of God."

The president, receiving accolades for his tenacity, saw his poll ratings rise some 15 points after Camp David. Carter reflected on this experience in his memoirs.

As I look back on the thirteen days, I can evoke the emotions I felt then as the negotiations urged ahead or faltered. It seems extraordinary how many intense hours I spent cooped up in the small study at the end of the back hall at Aspen. Some of the most unpleasant experiences of my life occurred during these days – and, of course, one of the most gratifying achievements came at the end of it.

Begin and Sadat shared the Nobel Peace Prize in December. President Carter received the Nobel Peace Prize in 2002.

The captured Sinai territory was returned to Egypt in 1982. The West Bank area remains split into three territories.

Anwar Sadat and his wife visited the Carters in Plains, Ga. on Aug. 9, 1981. Sadat was assassinated eight weeks later at age 62.

Menachem Begin left office in October 1983 after the death of his beloved wife who had been with him at Camp David, and died on March 9, 1992 at age 78.

President Jimmy Carter will celebrate his 100th birthday in October.

MY THREE FAVORITE FINDS

Hitting the Wilds of North Carolina

By Becky Peeling, Keynoter Associate Editor

Charlie Hertlein began collecting political pins in the late 1970s. Among his favorite finds are items that he acquired decades ago, in places that many current-day collectors have not experienced.

Some 30 years ago, Hertlein found one of his favorites while shopping at an antique fair held at a shopping mall.

“Living in the South, there were not as many opportunities to find things,” he said.

Shopping malls would host events to attract more shoppers to their stores.

With low expectations of finding anything of interest, Hertlein spotted a showcase of smalls where he came across the 7/8-inch, black and white FDR pin, “We want beer.” He didn’t hesitate to buy the pin, which he had not seen before. Finding this unusual item makes it a favorite, though Hertlein traded it away for a Debs pin that remains in his collection today.

He says that uncovering items for other collectors is among his favorite aspects of the hobby.

“I enjoy helping them enhance their collections,” he said.

The Harding/Coolidge pin was found at a Winston-Salem, N.C., antique show about 20 years ago. Hertlein was returning from a trip, making his visit to the show late in the day. He was moving quickly through the main building of the show when he came across a piece of cardboard holding about 20 political pins. Most of them were locals, but the Harding/Coolidge was among the group that were offered at \$10 each. Not knowing the exact value, Hertlein took a chance and bought it. He later learned that the pin was “quite good.”

“The lesson here is that it is never too late to still take a look. You never know what a vendor might put out later in the day or what might not have caught the interest of others,” he said.

Hertlein concedes that it may seem unusual for a Southerner to collect campaign items for notable New York City Mayor and Congressman Fiorello La Guardia. In fact, Hertlein was born in New York giving him a special interest in certain New York locals. He found the La Guardia mirror in the early days of eBay, he said. Recalling that he expected a good deal of competition for the congressional campaign piece, he took particular delight in winning it. He has had several offers to sell the item, which is today the centerpiece of his La Guardia collection.



*Shown enlarged.
Actual size is 5/8"*



Through his decades in the hobby, Hertlein has had many collections: Debs, Al Smith, North Carolina locals and all sorts of specialties. These days, however, he describes himself as a general collector prizing a representation of each candidate. He favors the “golden age” of political buttons from 1896 to 1920 because of the beautiful graphic designs. In addition, he has side collections of Santa pins, advertising and suffrage pieces, admitting that “I like it all.”

“Collecting has expanded my interest in history,” he said. “I thought that my interest would wane but after all these years, I am still interested.”



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It's a Small World

By Harvey Goldberg, APIC 3158

Much of the hobby knows that my primary collecting interest includes campaign and presidential items of the Kennedys. When I first discovered political items at a flea market in 1972, I immediately became interested. I had all kinds of questions. I hadn't yet found APIC – that came a year or so later. Meanwhile, I subscribed to several coin magazines and went from there.

As many veteran collectors have learned – and newcomers have begun to understand – there is no such thing as a “complete collection” of political buttons whether it be for a specific candidate or party or state or issue. If you want completeness, go to the closest U.S. Mint and buy a complete set of U.S. States, America The Beautiful, Natural Parks, or American Women quarters because the exact mintage is known. And the obverse of every quarter is identical (except for the mint marks).

Back in the late '70s, specialization grew in the hobby. Many collectors eventually reached a point where the “shotgun approach” no longer worked for them. Collectors began to concentrate on specific candidates, campaigns, or issues.

For me, it first became Franklin D. Roosevelt because he was president when I was born. But does specialization limit one's collecting? Absolutely not! Along with FDR came the 1932-1944 elections and campaigns which led to the addition of Herbert Hoover (1932), Alfred Landon (1936), Wendell Willkie (1940) and Thomas Dewey (1944).

Later, my special interest became John Kennedy, including the 1960 campaign itself, Richard Nixon, and all the different facets of that campaign; the 1960 DNC and the GOP convention, Inauguration, hopefuls, 3rd Party and minority candidates.



Like many other collectors, I have side collections that have little or nothing to do with my politicals. I also collect mission patches and buttons from the U.S. manned space flights, shot glasses from U.S. Navy warships, World War I and II homefront pins, along with steamship and ocean liner memorabilia. Most of these collections include mini-pins as well.

A wonderful source of additions to my collections was Atlantic City, NJ. For many years there were two antiques/collectibles shows held there each year. They were called "Atlantique City." They were considered among the nation's largest and most diverse antique/collectibles shows.

I think it was 1992 or 1993, I was looking for political buttons at this show. One of the dealers that year was a very good friend and fellow APIC member, Tom French. I asked him my perpetual question, "Do you have any Kennedy pins?" He told me to look through a pile of Riker mounts. I found a 5/8 inch RFK '68 celluloid button. It was a wonderful addition to the RFK pins in my growing Kennedy collection.



Not long after, I attended an APIC show in Connecticut, eagerly anticipating the search for my new collection. I even developed a size gauge from an old mechanical drawing circle template to accurately measure



them. But asking for “miniature buttons” or “small buttons” wasn’t explanatory enough. It needed a better name and specific size limits. I showed the grouping to friends at the show and got a number of suggestions for a name: Tiny Tots, Little Ones, Baby Buttons, Mini-Mites and others. I did go home with almost a dozen new additions.

On the drive home different names for the collection went through my thoughts. Then it hit me. I’d call them Mini-Pins. All of the mini-pins in my collection are 5/8” or smaller. Sizes range down to 9/16-, one half-, 7/16-, 3/8- and the smallest is ¼-inch. I learned that I could fit 264 5/8-inch mini-pins in a 12 x 16 inch Riker mount.

The collection quickly expanded to include all political mini-pins including hopefuls, third parties, locals, and even some advertising. But political were always No. 1.

I’ve never counted the mini-pins, but the earliest mini-pins in my collection are McKinley and Bryan from 1896. There are single picture pins, jugates, single and double name word pins, party pins, and more. There are mini-pins for local candidates and ‘local-locals’ such as County Solicitor John Hurley of King’s County, NY; County Supreme Court Justice Lewis L. Fawcett, of Brooklyn, NY; Pennsylvania State Treasurer John O. Sheatz and Philadelphia District Attorney Samuel P. Rotan in 1907. Additional groupings include the Personal Liberty League, Communist Party, and the America First Movement. Progressive (bull moose) mini-pins are included with the Theodore Roosevelts.

The latest years are a single 5/8-inch Ted Kennedy cello dated 1972 and a George H. W. Bush 5/8-inch cello from 1980. I have not found any mini-pins from campaigns or candidates beyond those EMK and the GHWB minis issued 52 and 44 years ago.



Looking at the different groups, the three 1912 candidates – Woodrow Wilson, William Howard Taft, and Theodore Roosevelt, seem to be the largest of the presidential mini-pin groups. Alton B. Parker (1904), John W. Davis (1924) and Al Smith (1928) had the fewest, all three counting in single digits. There is a 5/8-inch Harding & Coolidge jugate that I have and a matching Cox and Roosevelt jugate that has eluded me. The number of minis declined starting with the 1950s. Adlai Stevenson’s two campaigns against Ike turned up only one mini so far, and Ike only three.

The most unusual mini-pin I have is a 5/8-inch blue celluloid with a Prohibition pledge on it in white letters. The lettering is so small that it is just barely legible. It states “I promise God and pledge myself never to use intoxicating liquor as a drink and to do all I can to end the drink habit and the liquor traffic.” It is a very strange item.



There is a WIN (Whip Inflation Now) mini-pin. I have found only one Johnson mini. But I am not yet certain which Johnson it is. The front looks like the Lyndon era, but the back with the St. Louis Button paper looks like Hiram Johnson (1911-1912).

There are potential specialties within every collection, whether it be size, demographics, designs, colors, candidates, lithos or cellos, or anything else. That has always been one of my favorite things about the hobby. I still search for minis and occasionally find new ones. But these are infrequent.

We should remember that these pinbacks, buttons, studs and other political items were originally made to be used for a short time and then disposed of – especially if the candidate lost. Aren’t we lucky not all of them did that?



APIC MEMBER PROFILE:

Hal Ottaway, APIC 35

By Adam Gottlieb, APIC 4864

Talking with Hal Ottaway is a joy. Despite his wizened look and snowy Van Dyke beard, the kind, soft-spoken Kansan speaks with youthful enthusiasm and high energy about his passion for collecting. And his genuine excitement for hunting for collectible items remains high.

To many in the hobby, Ottaway, 81, is well-known for his volunteer role in helping with the APIC Member Auction at every biennial national convention. Alongside Wes Berger, he has been involved with recording auction items, preparing the material, and working on the event since the 2010 National in Buffalo.

"I truly enjoy working with Wes and developing lasting friendships with APIC members over the years. I feel knowing someone helps with consigning exceptional political collectibles that everyone can bid on. Of course, I'm happy that 10 percent of the seller's fee supports the APIC," he added.

As a youth in Wichita, KS, Ottaway started his collecting journey with cigar bands, advertising pencils, matchbooks, postage stamps, presidential and widow free-franked envelopes.

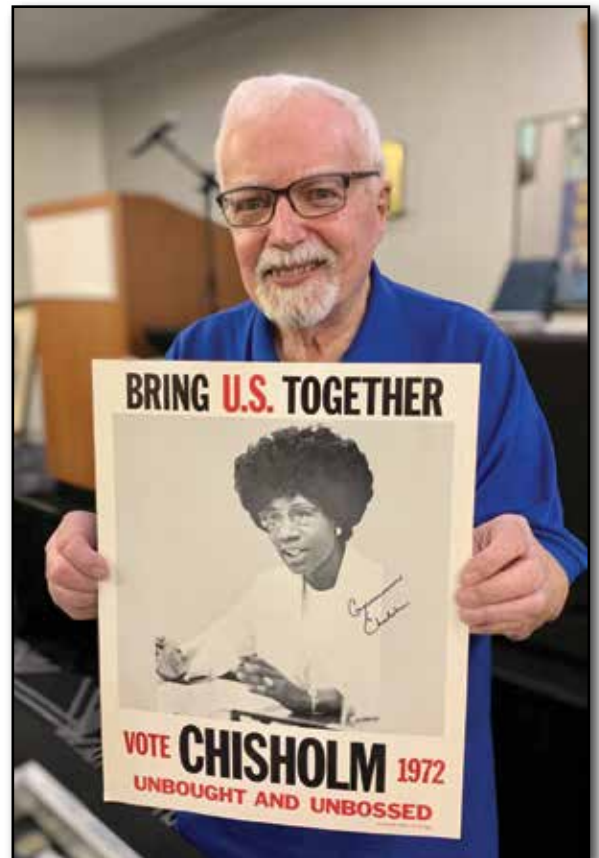
"I wrote to several former First Ladies (Grace Coolidge, Eleanor Roosevelt, and eventually Bess Truman, and Mamie Eisenhower) and they all replied to my requests," Ottaway said.

Ottaway's father (Harold) educated him about advertising pinback buttons, watch fobs, and trade literature, all of which his father collected. But the real collection took up much more real estate.

"I grew up in a collecting family," he said. "My dad collected the steam traction engines used to plow Kansas prairie sod, thresh grain, and power sawmills as well as early gas tractors. These tractors were displayed at Joyland Hillside Park, the amusement park ("40 acres of fun") owned by his father and uncle.

Like many members, Hal discovered the APIC at a young age. He came across a copy of *Together* magazine (published by the Methodist Church.) An article on collecting presidential campaign buttons and mentioning the APIC caught his eye.

"This was the first time I had encountered anyone else who shared my interest, so I wrote to (APIC Secretary-Treasurer) Monroe Ray asking to join," Ottaway said.



He was 13 years old when he joined in 1956. After paying his \$1 dues, he received his membership roster and a padded envelope with 25 various pinbacks and tabs.

"I was thrilled," he said.

To earn money to support his hobby, Ottaway picked up empty soda bottles at Joyland.

"Additionally, I sold Coca-Cola during 4th of July fireworks shows, horseless carriage shows, and other events at the park. This taught me how to make change, organize, and plan so I did not run out of merchandise," Ottaway said.

While Ottaway's original APIC member number was 160, it was later changed to 35 when the APIC was reorganized in 1957. (The only other two-digit member is Tom Huston, No. 31). Ottaway attended his first APIC National (and the hobby's second convention in Chicago in 1966. Chick and Ceil Harris introduced him around at the gathering.

"They treated me like the son they never had," said Ottaway.

Getting married and starting a family paused Ottaway's show attendance for more than 30 years until legendary collector Joe Brown invited Ottaway to come to Milwaukee in 1989 and give a seminar on presidential campaign postcards.

"I was at the APIC National in Louisville (2001) and since Kansas City (2006), and I have attended every national gathering," he said.

When asked about his APIC mentor, Ottaway stated ("without a doubt") it was Joe Brown. After Brown was discharged from the Army, he came to Wichita for work and called on the young collector.

"Joe was the first political collector I ever met, and we hit it off immediately. He explained about posters, ribbons, ferrotypes, medals, and tokens and the difference between celluloid and litho buttons and how ferrotypes turn black if exposed to direct light and sunshine over time. I listened and took notes. Over the years there were countless letters and phone calls. Over the last 10 years, we would talk until the battery in Joe's phone ran down," Ottaway said.

Brown suggested that Ottaway write to Sam Hoffman at Philadelphia's Gladstone Hotel and tell him Joe Brown suggested he contact him. That suggestion yielded a treasure trove of buttons when a large cardboard box filled with hundreds of loose rattling political buttons arrived on Ottaway's doorstep for his consideration to buy.

"Buttons were sold by size. Back then, a 3.5-inch Truman picture pin was \$3 and Sam's return address was rubber stamped on the back of each of those pins," Ottaway added.

During his career, Ottaway worked at The Taos Book Shop in New Mexico and learned the business of selling and buying books, pamphlets, state and local history, and ephemera.

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In the 1970s, he ran a mail order auction (Auction Americana) and expanded to selling postcards after acquiring a large postcard collection.

"I turned my hobbies and interests into a viable business and worked hard to make it work. I loved what I did every day – working with new people and new situations," he said.

As a postcard collector, Ottaway said he believes presidential postcards are vastly underrated for their great graphics, variety, and social history.

"I like to sprinkle postcards in my Riker mounts with buttons and smaller trade cards. I also like die-cut advertising and historical pieces that spark up a display," Ottaway said.

Then there's the story of a 16-year-old Ottaway with legendary singer Chuck Berry.

"My Dad and uncle owned Joyland Hillside Park and were always looking for ways to promote the park. In 1959, Rock 'n' Roll was a big deal and having rock stars at the park could certainly boost attendance," he said. "My dad and uncle learned that Chuck Berry, who lived in East St Louis, might be available to perform. They reached out and succeeded in booking him for two shows and wired him \$750 from Western Union. He went on to play two incredible solo performances with only a microphone and amp. No backup band. Before he went on stage, I had a photographer take several pictures. The photographer also worked by taking souvenir pictures of parkgoers. After shooting the images, he developed the 5x7 photos on the spot and sold them. He snapped a couple of photos and handed them to me between the performances. Chuck Berry graciously signed one of the photos, 'To My Man Hal, Chuck Berry.'"

Ottaway now collects Home Front memorabilia specifically from WWI and WWII.

"I also collect postcards showing military training camps, army airfields, salvage drives, comics, USO clubs, and other propaganda," he added.

When asked what his favorite "eureka" find is, Ottaway referenced a pair of WWII comical figure pins made of wood (or Syrocco) depicting the faces of Allied soldiers and sailors with a cigarette hanging from their lips.

"My parents always encouraged me to learn about history," he said.

"The APIC is all about history. I so enjoy the various shows and look forward to the National Convention with its seminars, member auction, "Chalk and Awe" art event, and getting together with longtime, wonderful friends. Even during COVID-19, the APIC-hosted Zoom meetings were great opportunities to learn from others.

When you see him at an APIC meeting, thank him for his volunteer efforts and in typical Kansas style he'll likely respond with a wide smile and thank you for the opportunity of connecting with another APIC friend.



TRUTH BE TOLD

Who Is that Baby on the Button?

By David Holcomb, APIC 5993

The classic “baby boomer” button is often thought to be from the 1952 Ike campaign. Some might be surprised that this button first appeared in January of 1948.

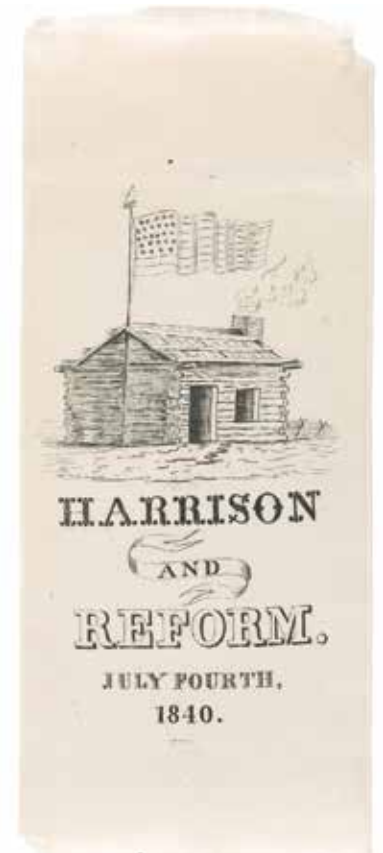
In my article, *Who Liked Ike First?*, in the Summer 2021 issue of the *Keynoter*, I mentioned the “original Ike man” Anthony (T. J.) Cuzalina, a Ponca, OK, druggist. He started his crusade for Ike in 1946 with the “Draft Ike 1948” button. In January of 1948 he produced and started giving away the “EISENHOWER WILL GUARD MY FUTURE” button to children, ages one month to 15 years. He continued doing that all the way through to 1952. The giveaway button was available at his drug store and several banks in the community.



The million-dollar question is who is the baby? I truly don't believe it is just a random image of a baby. I suspect it might be T. J.'s grandson. Just three months before this button made an appearance, T. J.'s daughter gave birth to a son. Unfortunately, T. J., his daughter and grandson are deceased, but I have some feelers out and hope that the answer will be found someday. I will follow up if the answer is discovered.

Next up is a pair of sister badges. Most collectors place these two ribbons in their William Henry Harrison frame. Indeed, they were originally produced for that campaign. However, they were printed again with the same printing plates for William's grandson's campaign in 1888. The log cabin campaign of 48 years earlier was brought back to life with the nomination of Benjamin Harrison, and these badges are a wonderful bridge between the two campaigns.

The ribbons were first produced in 1840 by a Zanesville, Ohio, jeweler named Alexander Coffman Ross, who himself was born in a log cabin in Zanesville in 1812. He made the badges for the Zanesville Tippecanoe Club. A. C. Ross, as his name appears on the badges, passed away in 1883 prior to seeing his work used again.



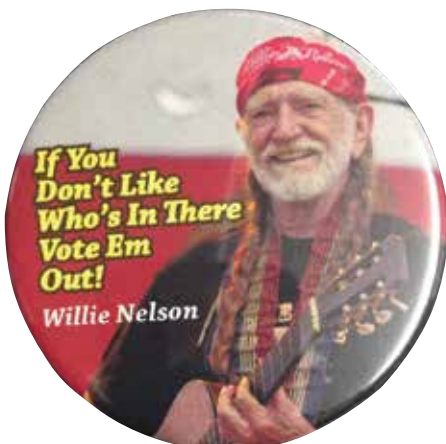
In 1888, the son of Alexander, Maj. Charles H. Ross, who had moved to Milwaukee, visited his family in Zanesville and searched out the old printing plates that he remembered his father making. Upon returning home to Milwaukee, he had new badges produced from the same plates as the badges of 1840. Several newspapers picked up the story and pictured images of the ribbons. I believe this is what gave rise to the paper badges of the same design seen from time to time. They are of poor quality compared to the ribbons. The Benjamin Harrison badge with the rosette was inspired by the "Our Country's Hope" badge.



The 1888 versions are identical to the 1840 versions, and it makes it a tossup as to which one is which. The ribbon fabrics did not change much in the 48 years between printing. The originals were distributed in Zanesville, Ohio and the "second printing" examples were distributed in Milwaukee. So, if you find one of them in an old family bible make note of where the owner of the bible was from. It may give clues as to which campaign the ribbon originated.

I would be amiss if I did not mention that Alexander Ross, the engraver of the plates from which these ribbons are printed, is also the gentleman who wrote the

quintessential campaign song and jingle *Tippecanoe and Tyler Too*. A wonderful account of this can be found at <https://resources.ohiohistory.org/ohj/>. On this page do an index search for Tippecanoe. It is a story published by the Ohio State Archaeological and Historical Society in 1905.



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Theodore Roosevelt's Mayoral Run

By David Yount, APIC 6913, and Tom Peeling, APIC 9765

In the hunt for Theodore Roosevelt campaign items, there are lots of things out there for his 1904 race, as well as 1912. Slightly tougher, but still not too difficult, are items for this gubernatorial race in 1898.

However, go back a little further and it gets extremely difficult. We're talking about items supporting Theodore Roosevelt for Mayor of New York City in 1886.

There are paper items including a mailer to voters and an overprinted New York Times with red letters on the right side margin urging citizens to vote for TR.

But as far as lapel items are concerned, only two ribbons are known to us authors. Those are shown here. One is clearly mayoral from the date on it. The other is identified that way through two facts. First, the mayoral race is the only race that TR was involved in where he was seeking reform and it became an issue, as noted in a newspaper headline that referred to him as a reformer. Secondly, The Republican Club of the City of New-York, according to the New York Historical Society, dropped the hyphen in its name in November 1891. So this ribbon was from before that time period, zeroing in on the mayoral race.

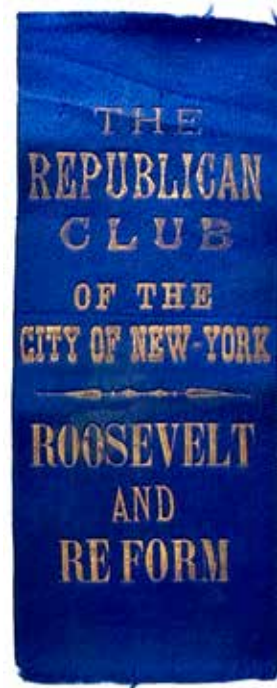
We thought readers might enjoy reading about how two newspapers of the day described the mayoral campaign events.

The Great Parade and Meeting this Afternoon -- Flocking to the Young Reformer's Banner (*New York Times*, Oct. 30, 1886)

The great event in the mayoralty contest today will be the mass meeting of business men to be held at 3:15 o'clock this afternoon on the steps of the Sub-Treasury Building, in Wall Street. It promises to be the most successful meeting ever known in a Mayoralty canvass in this city, and will result in a great assemblage about the Sub-Treasury to hear what the future mayor may have to say. John F. Plummer, the dry goods merchant, will preside, and in addition to Mr. Roosevelt, speeches will be made by J. Hobart Herrick, ex-President of the Produce Exchange; by Gen. Stewart L. Woodford, and by S. V. White, who is a candidate for Congress over in Brooklyn.

Before the meeting, there will be a big parade. The Roosevelt Dry Goods Campaign Club will be the feature of the parade. Its members, 2,000 or more, will form in procession on Franklin Street, with the right resting on Broadway. Headed by Gilmore's Twenty-Second Regiment Band, the club will march down Broadway. Vice President William E. Webb, acting as Marshal. They will be joined by the West Side Merchants Roosevelt Club of about 500 men, and by the Columbia College Roosevelt Club of several hundred. Thus reinforced, the procession will march down Broadway to the headquarters at No. 47, where it will be received by the Down-Town Roosevelt Club, which will have the Twelfth Regiment Band of 40 pieces.

After a marching salute, the Down-Town Stock Exchange, Real Estate, Iron & Metal Exchange, and Insurance Clubs will fall in behind the uptown clubs and all will march to the Produce Exchange.



There the Produce Exchange Club will join the procession and all will march through Beaver and up Broad Street to the Sub-Treasury, and on their arrival, there the meeting will be held.

Members of the Stock Exchange, Consolidated Exchange, Real Estate Exchange, those engaged in the insurance business, and any other business men who will join in the parade are requested to meet at No. 47 Broadway at 2:30 o'clock sharp this afternoon, so as to give the clubs from further uptown a rousing reception on their arrival at the down-town headquarters.

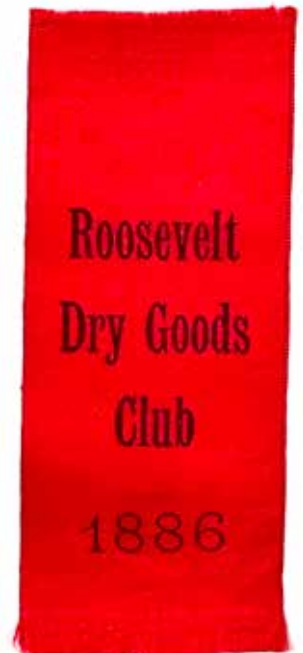
...There was no indication of a dying out of the enthusiasm which Mr. Roosevelt's candidacy has inspired at the headquarters of the County Committee in the Fifth-Avenue Hotel yesterday. On the contrary, there was an increase in it as the news came from all sides of the constant accessions being made to Mr. Roosevelt's supporters. All thought of the possibility of his defeat has vanished from the minds of even the conservative and lukewarm Republicans who have been partially persuaded in the past that the only way to defeat George was to vote for Hewitt. The evidence of a solid Republican vote for him, the manifest anxiety and lack of confidence of the Democratic leaders, and the perfectly apparent fact that George will be able to hold his 60,000 followers, over 50,000 of which will come from the Democratic vote, has convinced hundreds that Mr. Roosevelt can and will be successful in his candidacy. At last evening's meeting of the County Executive Committee, the results of a careful canvass of the various Assembly districts made it certain that Mr. Roosevelt will receive 90,000 votes or more and will have a plurality of about 15,000 over his nearest competitor, which will in all probability be Mr. George. Mr. Hewitt's chances of being anything but "a very poor third," are very slim indeed. A better outlook for the election of a Republican candidate for Mayor by an enormous plurality was never had in this city, and Republicans and citizens will see to it that he gets it next Tuesday.

And finally, from the *Sunday-Leader* newspaper of the same Oct. 30 date:

FINAL CAMPAIGN BOOMS

The Roosevelt and Hewitt Factions Have a Blow Out

The short but sharp Mayoralty campaign in this city practically closed this evening. An immense mass meeting of business men was held today on the steps of the Sub-Treasury. The meeting was held under the auspices of the Down Town Roosevelt Campaign Club. The Roosevelt Dry Goods Club, to the number of over 1,000, formed in line and marched down headed by Gilmore's Band. On their way, they were joined by large delegations from the iron merchants, the real estate men, insurance men, and the Petroleum Exchange. The down-town club and the delegations from the Stock and Produce Exchanges, also headed by bands marched to the Sub-Treasury building. About 4,000 men were in line. At the Sub-Treasury, an immense throng of people had gathered numbering many thousands. John F. Plummer presided, Mr. Roosevelt, Gen. Stewart L. Woodford, and others addressed the meeting. Mr. Roosevelt said in his speech, if the Republicans stood by him, he would be elected. Some had written asking him to withdraw in favor of Mr. Hewitt, but if Mr. Hewitt wanted George to be defeated, he himself should withdraw. He stood there as a strict party man, but if an unfit candidate should be nominated by his party, who was known to be corrupt, no matter how prominent a man he was, he would take off his head.



'Clear Everything with Sidney'

By Rand York, APIC 2878

The Republicans weren't the only ones to experience an exciting convention in 1944. World War II was very much still on, and the USSR was one of our allies in fighting against Nazi Germany. But D-Day was June 6, and by the time the Democrats met in Chicago in July of 1944, the handwriting was on the wall. The Allies would likely win this war, and America's next concern would be Communist expansion out of the USSR.

Roosevelt's progressive/socialist Vice President Henry Wallace would have to go. But he was popular within his party, and the delegates had to be sold on a change from Wallace to Sen. Harry S Truman, a moderate from Missouri. To sell the delegates on the change, FDR turned to a political magician named Sidney Hillman.

Hillman was a Jewish socialist who came to America, escaping the pogroms of Tsarist Russia, and built a successful career in the United States as a labor leader and political fixer who became an FDR confidante.

Widely recognized as FDR's mouthpiece when it came to the convention floor in 1944, Sidney Hillman was designated to make Truman's VP nomination happen. The Republicans cashed in on this with a slogan quoting FDR to highlight his alleged disregard for the wishes of the people within his own party. Dewey supporters wore the button with relish: Clear Everything with Sidney.



Thanks to all who attended the APIC National Convention in August at the Seven Springs resort in Pennsylvania.



Convention speaker Jim Lowe and wife Jennifer

Continued from page 3.

FROM THE APIC PRESIDENT

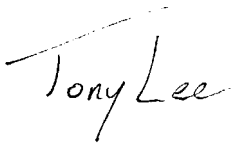
APIC members come from every walk of life, and when we're together sharing stories about our collections, no one cares how old they are, what they do for a living or even what political party they belong to. Everyone respects what others collect and supports them in their efforts to help preserve U.S. political history, which is what APIC is all about.

I encourage each of you to write your own story for this section and send it to me along with your photo, and I'll make sure we get the story edited and posted on the website. You can reach me at tonylee08560@gmail.com.

I'd like to close with some important shout outs. First, following Cary Jung as president leaves big shoes to fill. Cary did a wonderful job in the position, and I plan to carry his many initiatives (and some new ones) forward through my term. I'd also like to thank the team of Tom and Becky Peeling for their excellent work guiding this publication. When they took over from Bob Fratkin and Germaine Broussard, they also had big shoes to fill. But Becky and Tom have done yeoman's work guiding the magazine into a new era, and I thank them for their great efforts.

Please let me know what you think.

Thanks,



Tony Lee



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