sappi

McCoy

2008

A Celebration of the Presidential Button from **1840** to **2008**

McCoy entered the premium coated paper race in **1997**. But McCoy didn't just start a campaign; it engineered a movement. With a platform of enhanced optics, proprietary silk finish and unparalleled ingredients, this breakthrough sheet quickly emerged as the undisputed industry front-runner. McCoy's success is no surprise as its performance on press is only matched by its continued ability to set the bar by which all other papers are judged. It's the one coated paper that can truly be described as presidential.

THE BENEFITS OF MCCOY

Proprietary Silk Finish
A one-of-a-kind finish for those who want the ultimate tactile and print experience.

Enhanced Optics
Engineered to deliver optimal contrast and vivid color.

Premium Ingredients
Better surface and print uniformity which promotes clarity, detail and intense color.

Fade Resistance
Unique coating formulation ensures lasting whiteness and image integrity.

Side to Side Consistency
The most consistent printing surfaces available, so it prints easier and looks more uniform side to side.

Environmentally Responsible
McCoy boasts **10%** Post Consumer Waste, FSC Chain of Custody and SFI Fiber Sourcing certifications. **100%** of the electricity used to manufacture McCoy was generated with Green-e certified renewable energy.

MCCOY 2008

A Celebration of the Presidential
Button from **1840** to **2008**
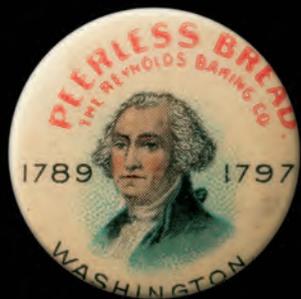
THESE DAYS, it's hard to imagine a Presidential election taking place in America without all those tiny metallic billboards pinned to coats, purses and shirt pockets.

After all, what better way to express your deep-seated love or unadulterated loathing for a particular candidate than with a shiny campaign button? And seeing as how **2008** is an election year, it seemed like a good idea to do something politically spirited to showcase the front-runner in premium coated paper, McCoy. (Not to worry – this is a totally nonpartisan promotion.)

MCCOY 2008 PAYS TRIBUTE to this time-honored American tradition of creating political buttons – which, by the way, did get its start with our first President. In **1789**, supporters of George Washington sported a brass clothing-button that read, "G.W. – Long Live the President" – an intentional play off the phrase "Long Live the King." However, metallic political buttons, as we now think of them, first came on the scene in the Presidential election of **1896**.

This had less to do with the candidates and everything to do with the invention of thin clear sheets of celluloid that could be used to protect the image on the button. Before the invention of celluloid, political items included china, ribbons, ferrotypes, tintypes, canes, hats, watches, watch fobs and an endless array of other paraphernalia. By the beginning of **1916**, images could also be directly stamped on the metal with no protective covering. These "litho" buttons were a lot cheaper to make, but far more likely to be damaged than "cellos." To this day, manufacturers continue to create both types of buttons.

DUE TO THEIR MORE ORNATE DESIGN, the period from **1896** to **1916** is often referred to as "The Golden Era of Political Buttons." That said, you'd be hard-pressed to place any classifications on button design after that era. Unlike specific periods in art, button design is completely free-form. When viewed across the decades, however, you can see a bolder use of color, typography, photography and illustration begin to emerge.

ONE LAST BIT OF TRIVIA: a button from the **1896** election could be worth **$20** while one from the **1960s** may be worth **$1,000**. In general, a political button's value depends on its age, design, rarity and the popularity of the candidate among collectors.

OF COURSE, TO COLLECTORS of political memorabilia, buttons (or pinbacks as they are commonly referred to) are still the holy grail of the hobby. We hope you'll enjoy looking at them as much as collectors do. If nothing else, you'll get to see how beautifully these buttons print on McCoy as well as be reminded of everything you forgot from **8th** grade American History.

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19th Century

20th Century

21st Century

Cello – A button with a protective covering of celluloid or other transparent material. Celluloid buttons first appeared in the election of **1896**.

Coattail – A button showing or naming a candidate for high office, such as President, and also highlighting candidates for lesser offices who hope to gain votes by being identified with a popular President or nominee for higher office.

Jugate – A button picturing two candidates.

Litho – A button whose image is printed on the metal with no protective covering.

Pinback – A nickname for a political button.

Trigate – A button picturing three candidates.

9th century

1840-90s

DURING THE PRE-CELLULOID ERA, political buttons (if you can call them that) were kind of like oversized, pin-able coins – plenty shiny, but also heavy, expensive and awkward.

With the onset of celluloid, the end of the **19th** century marked the beginning of the "Golden Age" of buttons – a period of more ornate design.

IN THE 1896 ELECTION, Republican William McKinley defeated Democrat William Jennings Bryan and claimed the final term of the century.

McKinley's victory can largely be credited to his out-of-the-box-thinking campaign manager, Mark Hanna, who invented many modern campaign techniques that are used to this day. McKinley also overwhelmed Bryan, outspending his campaign by ten to one (he had a whopping **$3.5 million** budget, equal to roughly **$82 million** nowadays).

Besides copious spending, part of Hanna's campaign strategy included our little hero, the button.

Mortal Fate

After his long-winded inaugural address in 1841, William Henry Harrison would catch pneumonia and serve only one month as President before he passed away. This Harrison token supports his election bid in 1840.

To Abe, with Love

Abraham Lincoln predates the era of the button.
Here is a political token bearing his likeness
that was produced in **1865**. This was not designed
for a Presidential race but as a "token" of
respect for Lincoln after his assassination on
Friday, April **14**, **1865**.

A Token of Support

These tokens were made from engraved slabs of copper and other non-precious metals. The designs were intended to mirror a typical quarter or dime with its bas-relief likeness of the candidate, embossed typography, and prominent rim.

Adding Insult to Injury

The Republicans issued this pendant after Democrat Samuel J. Tilden's loss to Republican Rutherford B. Hayes in the **1876** election. The satirical phrase, "Democratic Party died of Tildenopathy" is easily understood. However, the meaning of the words, "I don't care about your piece of cake, but I must show you my sore toe," eludes historians.

"I DONT CARE ABOUT YOUR PIECE OF CAKE, BUT I MUST SHOW YOU MY SORE TOE." MANHATTAN CLUB RECEPTION, N.Y. JUNE 12, 1877

17

Look, It Moves

McKinley's **1896** campaign manager, Mark Hanna, threw out all the rules and created one of the most innovative features in the history of political buttons. This pendant has a loop (intended for a chain) that you can slide to change the message on the surface. Initially, the pendant reads, "Sound money means a dollar worth **100** cents – McKinley, Hobart and prosperity." When the loop is turned, the message changes to one disparaging the competition, "Free silver means a dollar worth **50** cents – Bryan, Sewall, and adversity."

SOUND MONEY
MEANS
A DOLLAR
WORTH
100 CENTS
McKINLEY, HOBART
AND PROSPERITY

The Cello Makes Its Debut

The **1896** election marks the replacement of the political token with the modern celluloid button. Its crude reproduction quality would vastly improve with the advent of offset printing.
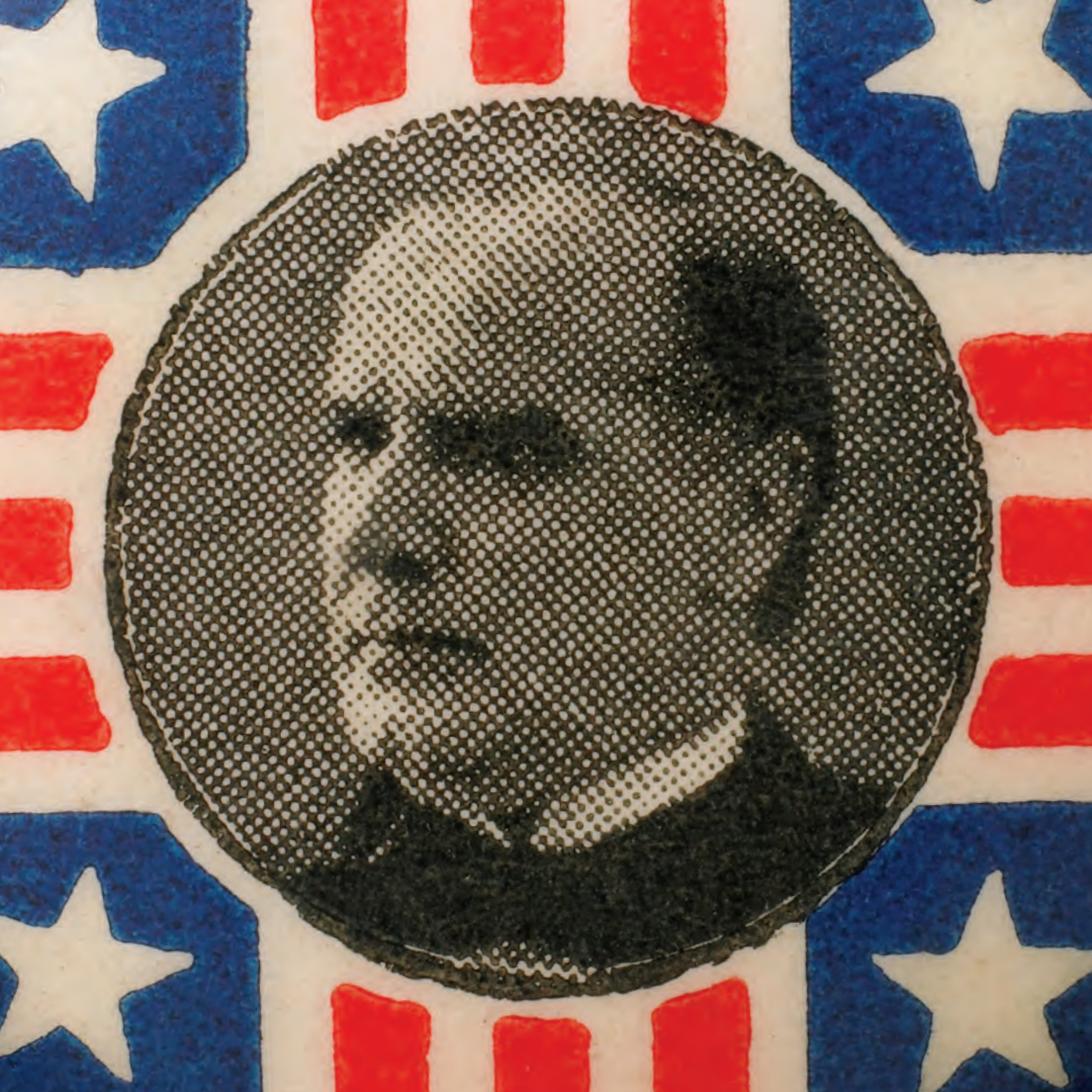
Red, White and Blue ... and Gold

In spite of their use of gold and Americana iconography, the design of this McKinley button conveys a powerful graphic simplicity.

If At First You Don't Succeed...

William Jennings Bryan has the unfortunate distinction of running for President three times and losing three times. He ran in **1896**, **1900**, and **1908**.

1900s

THE 1900 PRESIDENTIAL ELECTION featured an epic rematch of **1896** – a pick-your-William showdown – William McKinley vs. William Jennings Bryan. During McKinley's first term, the economy bounced back, which, coupled with a victory in the Spanish-American War, led McKinley to triumph over Bryan once again.

IN THE 1904 ELECTION, Republican Theodore Roosevelt became the first "accidental" president when McKinley was assassinated in **1901**.

Threatened by Roosevelt's heightened popularity, Bryan wisely decided to sit out the **1904** election. Instead, Alton Brooks Parker took the Democratic nomination and a sound thrashing from Roosevelt on Election Day.

ROOSEVELT PROMISED not to run for a third term and encouraged the Republican Party to nominate William Howard Taft for President in **1908**. Apparently, repetitive losing didn't faze William Jennings Bryan – he returned as the Democratic nominee for one last hurrah.

A Word From Our Sponsor

Patriotism, not politics, motivated the creation of these timeless sets. Made in the early **1900s** by the Chu-Chu and Reynolds Baking Companies, these buttons commemorate past presidents regardless of their partisan affiliations. The portraits of the presidents display rich hand-tinted etchings, framed by the dates of their respective presidencies.
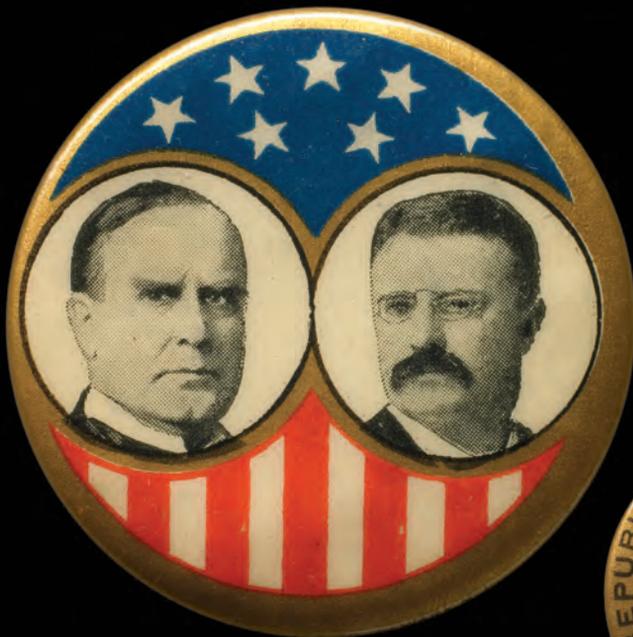
PEERLESS BREAD. THE REYNOLDS BAKING CO.

37

1817 MUNROE. 1825

CHU 1845

U-CHU 1841 N BUREN.

PEERLESS BREAD. THE REYNOLDS BAKING CO. P

6 MOS GARFIELD. 1881
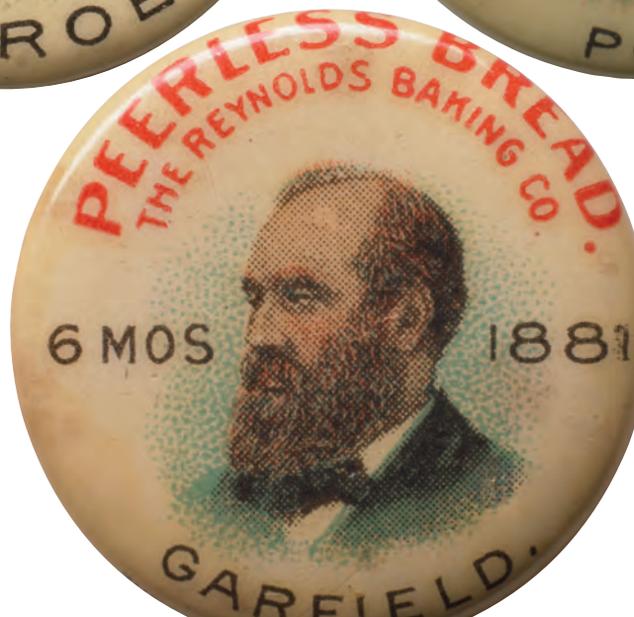
Bucket o' Promises

In an attempt to attract the workingman, the promise of a "full dinner bucket" was a major campaign platform that characterized the McKinley-Roosevelt bid for the Presidency in **1900**.

Stars and Stripes Forever

This jugate from the **1900** election features Republican Presidential candidate William McKinley with his running mate and future President, Teddy Roosevelt. The design incorporates classic Americana iconography from the day.

On the Road Again

The Commercial Travelers was an organization of traveling salesmen that generally backed the Republicans. They made this button in support of McKinley in **1900**. Sparing no expense, these enamel buttons were ornately outfitted with a large ribbon and Victorian-style typography etched across the pendant.

TRAVELERS

NEWARK, N.J.

C.T.H.A.

FOR THE REPUBLICAN PARTY AND PROSPERITY

FOR GOVERNOR
EDWIN S. STUART.

PIER

S.

L'histoire de Pierre

In **1904**, when the question arose of where South
Dakota's state capital should be located, supporters
for the city of Pierre created this button. The line
"Stand Pat" is a double entendre referring to this group's
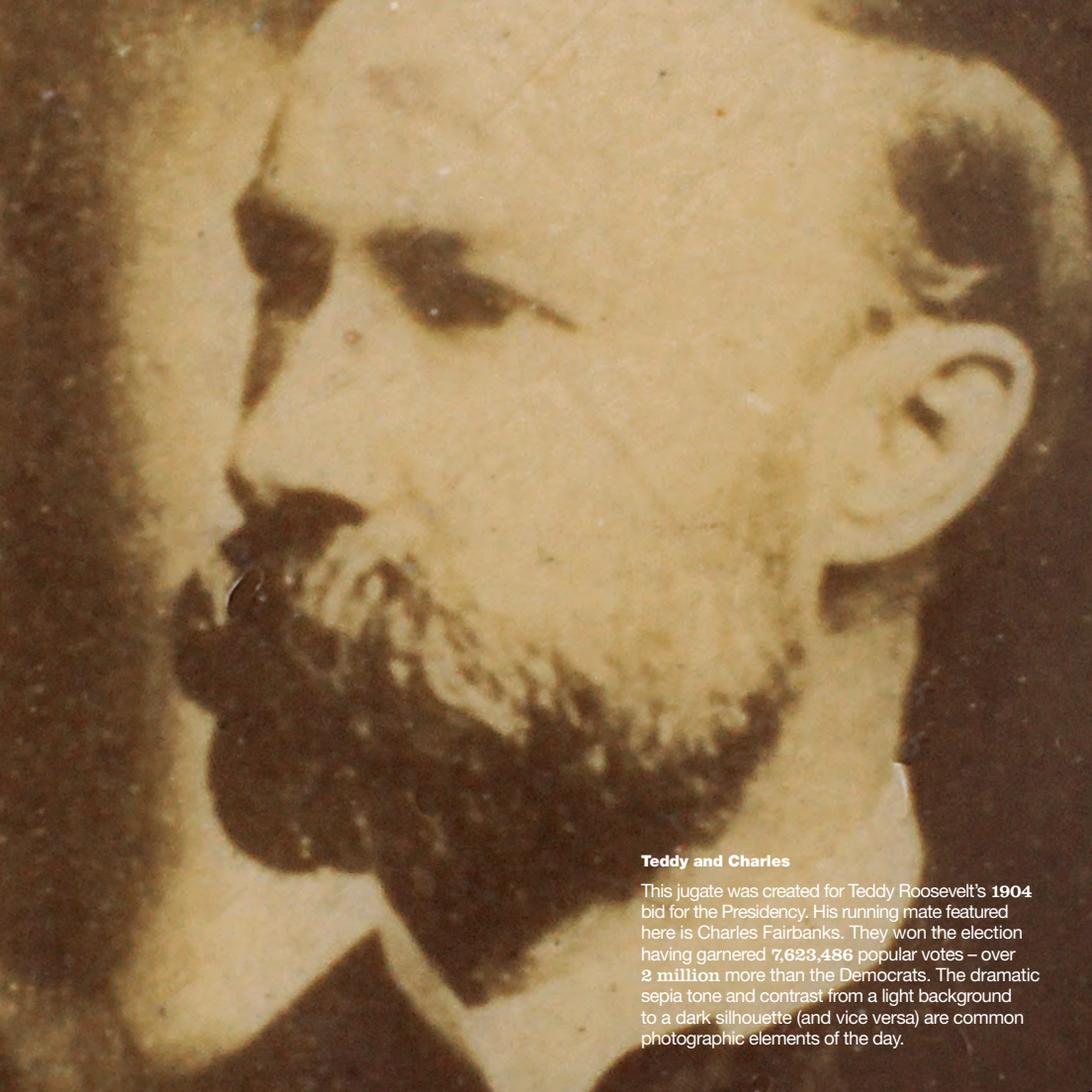determination as well as to a famous phrase from
Teddy Roosevelt.

The Golden Era

As part of "The Golden Era," this cross-section of buttons from the early **1900s** incorporates a great deal of American iconography, Victorian design elements, hand-painted engravings, and a lot of moustaches.
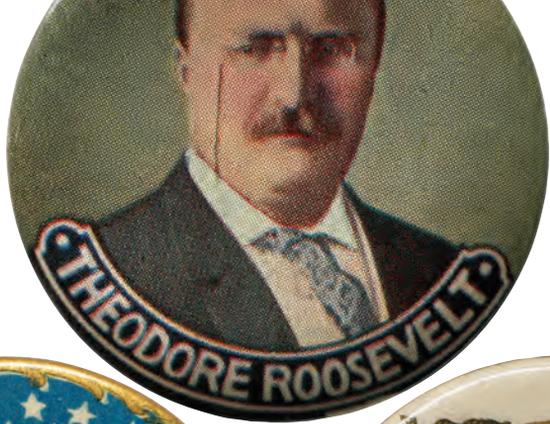
Teddy and Charles

This jugate was created for Teddy Roosevelt's **1904** bid for the Presidency. His running mate featured here is Charles Fairbanks. They won the election having garnered **7,623,486** popular votes – over **2 million** more than the Democrats. The dramatic sepia tone and contrast from a light background to a dark silhouette (and vice versa) are common photographic elements of the day.
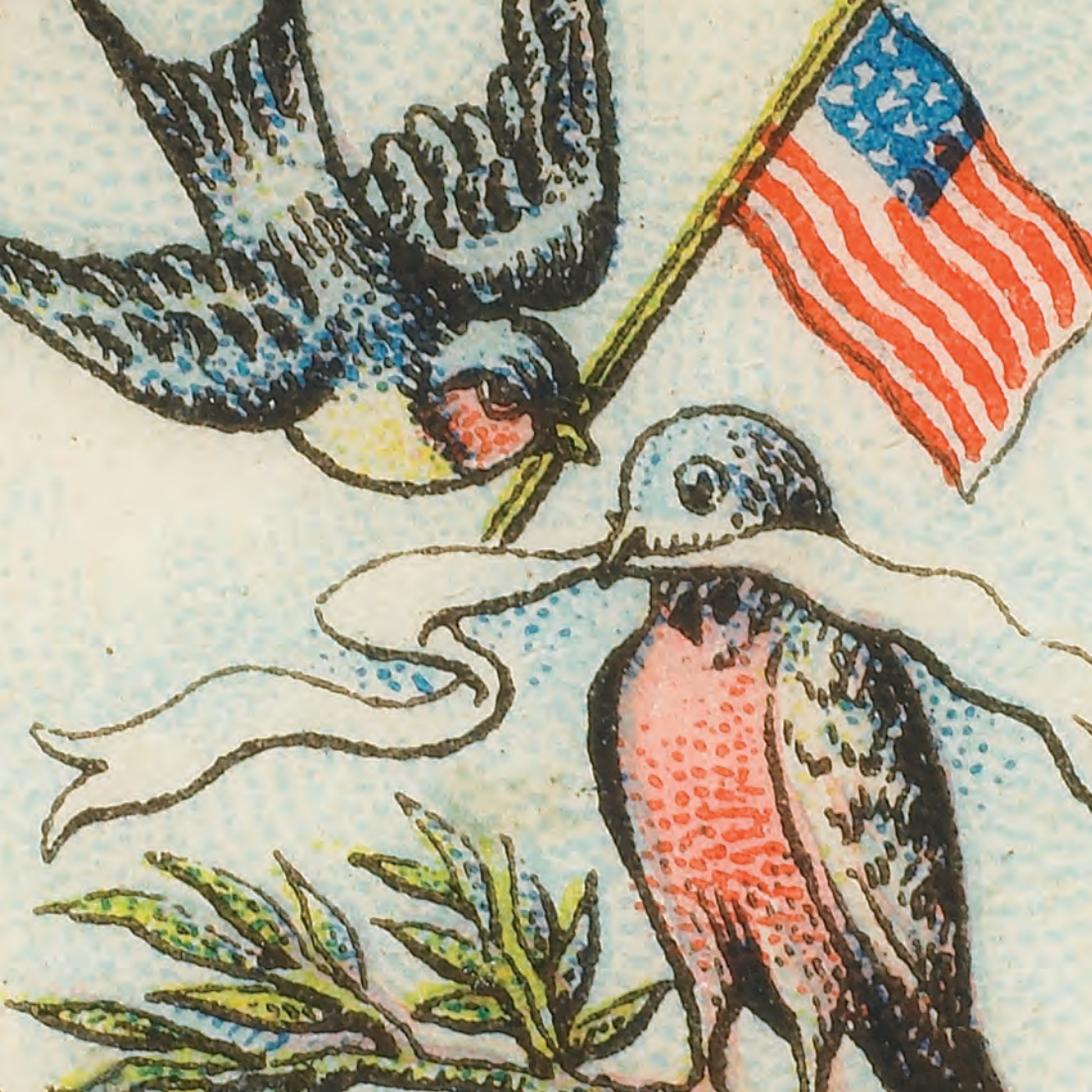
I Just Wanna Be Your Teddy Bear

Alton Parker ran against incumbent Teddy Roosevelt
in an attempt to replace him in the **1904** election.
The New Yorker lost his bid against the Roosevelt
juggernaut.

Rough but Respectable

With its crude registration and simplistic color registration, this button can be forgiven its design shortcomings by virtue of its tiny size (it was approx. 1" in diameter). To its credit, though, it does employ an interesting use of half tones.

WHEN THE SWALLOWS HOMEWARD FLY, THEY WILL CARROLL THROUGH THE SKY. DOWN WITH BAR, SALOON AND STILL, PEACE ON EARTH, TO MEN GOOD WILL.

1904

Prohibition Rhyme

This **1904** button is neither for a Democrat nor a Republican, but for the Prohibition candidates Silas Swallow and George Carroll. Needless to say, they did not win. The button pictures a swallow and a robin. Mrs. Swallow's maiden name was Robins.

FIRST VOTERS
TAFT
CLUB

Passing the Torch to Taft

Produced for the **1908** Presidential campaign, these Taft buttons display several takes on the same portrait. After serving as the **27th** President, Taft went on to become the **10th** Chief Justice of the Supreme Court.

First Presidential Logo

The visual direction of this button deviates from the typical portraiture and "For President" language. Instead, the button uses an intricate and elegant monogram to form a graphic logo. Taft may get credit as the first President with his own ligature.

1910s

IN 1912, ONE FORMER PRESIDENT, Theodore Roosevelt, and one sitting President, William Howard Taft, competed for office against newcomer Woodrow Wilson.

Roosevelt, disappointed with the man he championed in 1908, failed to nab the Republican nomination from Taft. In turn, Teddy formed the new Progressive Party, nicknamed the "Bull Moose Party." Rather than sticking with the presidents of the past, the American people decided to try the new guy on for size, making Wilson the only Democrat to win office between 1892 and 1932.

IN 1916, PRESIDENT WOODROW WILSON ran again on the Democratic ticket. Future Supreme Court Justice Charles Evans Hughes became the Republican candidate and put up a hard fight against the incumbent. With the initial wave of votes, Hughes took an early lead. Some newspapers even jumped the gun, announcing Hughes's "victory." However, as the night wore on and additional votes were tallied, Wilson emerged as the winner by an extremely narrow margin.

The following morning, a reporter gave Hughes a ring to get his reaction to the loss. The gentleman who answered the phone told the reporter "the President is sleeping." The reporter candidly replied, "When he wakes up, tell him he isn't the President anymore."

In Honor of Teddy

This coin commemorates a **1910** visit by Teddy Roosevelt to Colorado Springs, Colorado.

Enough Already!

After two terms of Teddy Roosevelt in office, some Americans had had enough. In **1908**, they used this button to communicate their feelings with three words: "No third term." Of course, the **22nd** amendment to the Constitution would later make the phrase moot.

Workers Unite!

Woodrow Wilson, the Democratic candidate in **1912**, was known as "the man of the eight hour day." This button was clearly aimed at the workingman who was forced to endure grueling work weeks.

**Same Photo, Different Story**

The language used here refers to Woodrow
Wilson's first-term track record for his policies
becoming law. Since Wilson and Congress
were both Democratic, they cooperated to pass
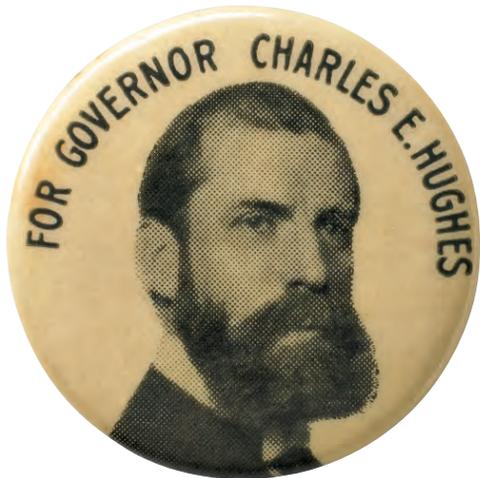a host of major legislation.

Hughes and Company

This rare trigate coattail is from a **1916** Presidential bid for Charles Evan Hughes. The other two candidates are Walter E. Edge and Peter Frelinghuysen, both of whom were from New Jersey. Hughes would lose the election to Woodrow Wilson.
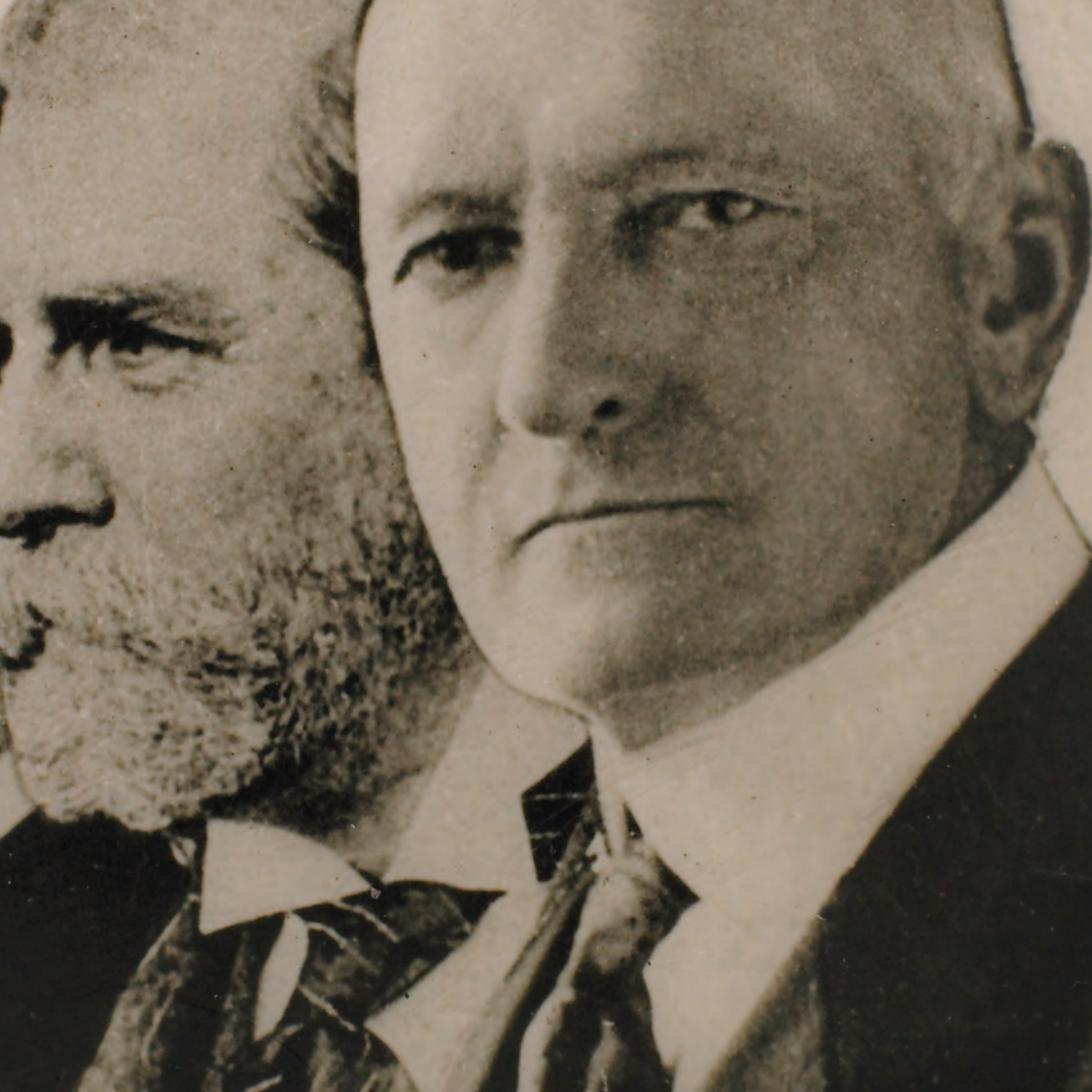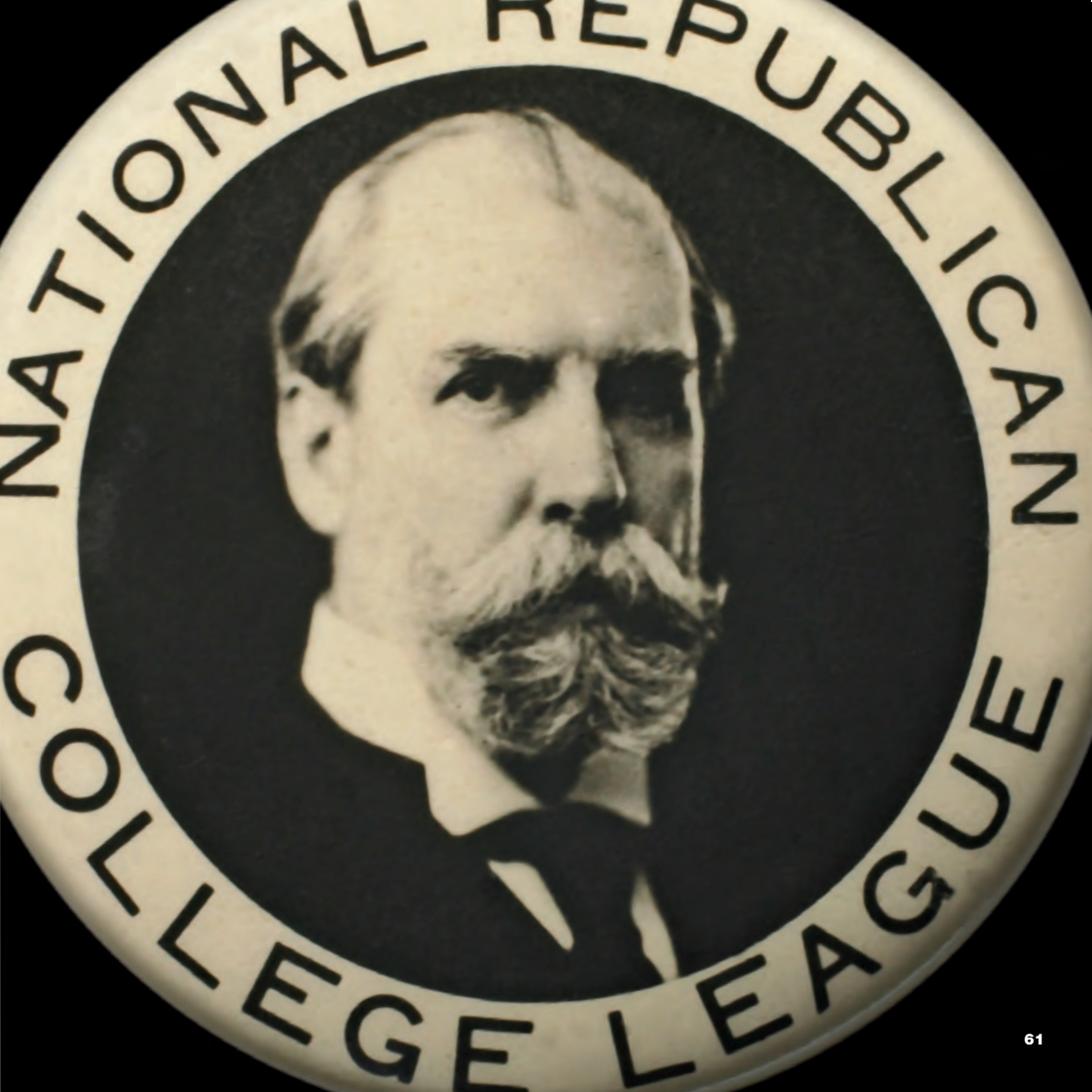
Hooray for Hughes!

Democratic candidate Charles Evan Hughes ran
against Woodrow Wilson in the **1916** election.
The governor of New York would ultimately lose
the race, but not his beard.

NATIONAL REPUBLICAN COLLEGE LEAGUE

WELL DO

WILSO

AND

DUNN

TRADES UNION LABEL COUNCIL 232

Rare and Well Done

In this rare button for his election campaign in **1916**, New York gubernatorial candidate Edward Dunne tried to run on the coattails of President Wilson. Of note is the Allied Printing Union logo on the bottom of the button. These kinds of union call-outs would become increasingly popular.

1920s

VOTING DECISIONS MADE in the 1920 election reflected the intensity of emotion surrounding the aftermath of World War I.

Discontented with his handling of the troops following the war, Americans reacted unsympathetically to Woodrow Wilson, and were eager for his removal from office.

Republican Warren G. Harding and Democrat James M.Cox fought out the **1920** election for control of the White House. Harding walloped Cox in a landslide election that remains the most lopsided popular-vote win in presidential history – **60.3%** to **34.1%**.

Harding didn't get to celebrate his victory long. He passed away in **1923**, leaving the presidency to Vice President Calvin Coolidge. In **1924**, Coolidge followed in Teddy Roosevelt's footsteps, winning the election after obtaining the presidency by default.

THE 1928 ELECTION yielded the same result as the previous two – the Republicans won. Herbert Hoover took on Alfred Smith in a head-to-head race (no third party ticket this time). Smith's campaign was plagued by prejudice (he was Roman Catholic) and hostility toward his anti-prohibitionist stance and legacy of corruption. Hoover won, but the Great Depression, just a year away, would soon transfigure the nation.

Anybody Got a Peanut?

Created by the Republican League of Massachusetts, this button prominently features the mascot of the Republican Party, the elephant, circumscribed by the names of the 1920 Republican candidates.
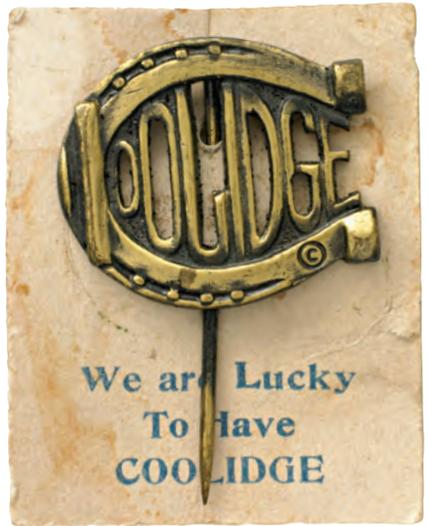
A Fob Story

Designed to dangle at the end of a man's pocket watch, these fobs support Presidential nominees Harding and Coolidge as well as Democratic presidential hopeful James Cox and his running mate Teddy Roosevelt, who would lose their **1920** bid.

COOLIDGE DAWES CLUBS

COOLIDGE AND DAWES

VICE PRESIDENT
DAWES

REGULAR REPUBLICAN PARTY

FO

Lucky Horseshoe

This button's unique design uses a horseshoe as the "C" in Coolidge. The lucky symbol appeared to have worked, as Coolidge won the **1924** election.

Cool and Graceful

President Calvin Coolidge and his wife Grace look on, brimming with optimism. This is a uniquely candid photograph and a very rare pinback.

The Elephant Stands Alone

This button makes no mention of any candidate,
but given the familiar pachyderm, it was readily
understood as a design for the 1924 Republican
candidate, Calvin Coolidge.

Better Luck Next Time

Democrat John W. Davis ran an unsuccessful campaign for President against Calvin Coolidge in **1924**.

Coolidge Currency

This political token celebrates Calvin Coolidge's presidency. It was created during his tenure between **1924** and **1927**.

The Loser Ultimately Wins

Democratic hopeful Al Smith would end up losing the **1928** election to Herbert Hoover – a rather lucky turn of events for Mr. Smith given the oncoming Depression.

SMIT

FOR

SHERI

ALSMITH

FOR PRESIDENT
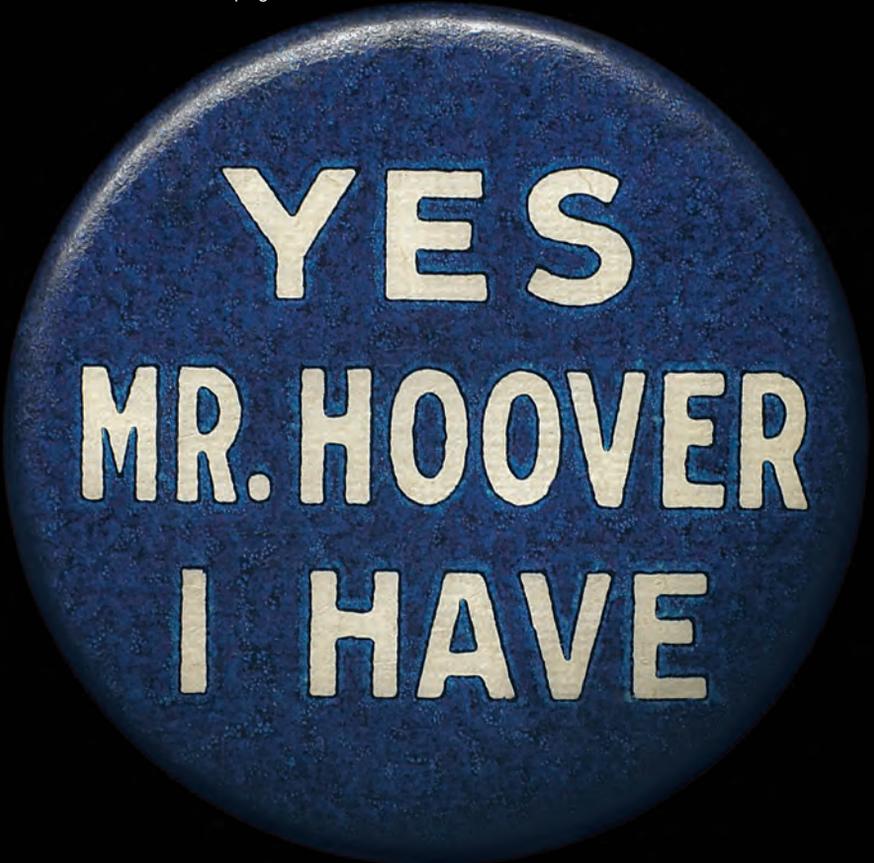ALFRED E. SMITH

NO
★

FOR
SMITH
GOVERNOR

Elation Before Depression

Republican Presidential nominee Herbert Hoover
won the **1928** election. Unfortunately for
Mr. Hoover, the following year he would be facing
the worst economic crisis in American history.
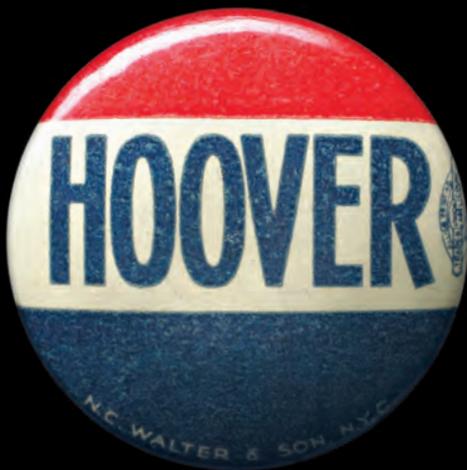
Herbert Needs the Benjamins

This cello was a way of signaling that you
contributed to the Hoover campaign.

YES
MR. HOOVER
I HAVE

1930s

TWO WORDS BEST CHARACTERIZED the 1932 **election: Black Tuesday.**

Just as World War I cast a shadow on the elections of the **'20s**, the Great Depression accounted for the single most powerful influence on voters in the **'30s**. Franklin Roosevelt used Hoover's failure to deal with the crisis as a springboard for his own platform of reforms. In time, we would know them as the New Deal. People wanted change, and they got it, in the form of a landslide victory for FDR.

WHEN 1936 **ROLLED AROUND** and FDR was up for reelection, he was still working to implement the provisions of the New Deal. Social Security, unemployment benefits and other programs found immense popularity with Americans.

Alfred Landon, a Republican from Kansas, challenged FDR in the **1936** election on what many assumed would be a close race. It turned out to be one of the greatest landslides in history – FDR carried all but two states.

Same Design, Different President

In the '30s, a button company created a commemorative set highlighting all the Presidents since Washington. These two are examples of this highly popular and patriotic collection.

1850   1853

MILLARD FILLMORE

The Era of FDR

FDR's first successful bid for the Presidency came in **1932**. Taking place in the heart of the Great Depression, Roosevelt's upbeat attitude made him highly popular in a country experiencing **25%** unemployment.
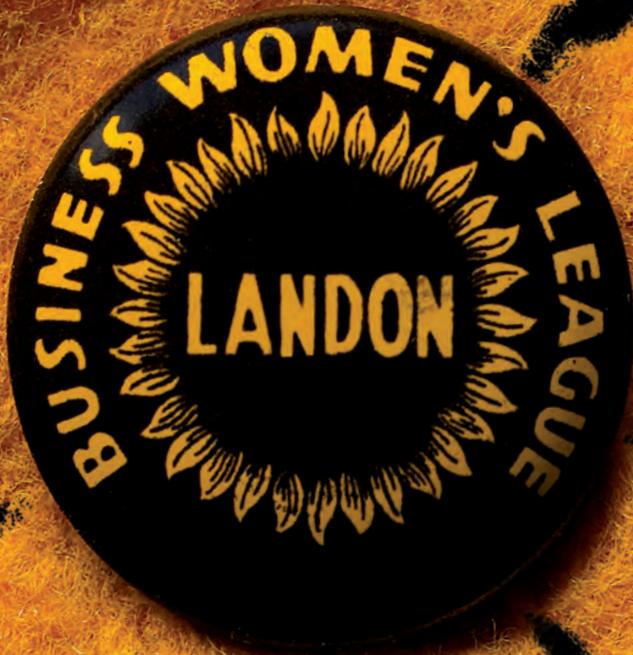
Two-Peat

Only **200** copies of this Roosevelt button were made in **1936** to commemorate FDR's reelection. Social Security and unemployment insurance legislation had already been passed as part of the New Deal – leading to an easy victory for the incumbent.

Button reading "BUSINESS WOMEN'S LEAGUE" around the edge with "LANDON" in the center, set against an orange felt sunflower.

The Sunflower State

The Business Women's League of Kansas created this button in support of **1936** Presidential candidate Alfred Landon. The sunflower design was in honor of Kansas – the sunflower state.

Hard Knox

Frank Knox ran with Alfred Landon in **1936** as the Republican candidates for Vice President and President, respectively. They lost to FDR and John Nance Garner.

1940s

IF THE REPUBLICANS were a powerhouse in the early 1900s, FDR ushered in a Democratic presidential dynasty from the '30s to the '40s.

The **1940** election saw America beginning to transition out of the Great Depression and into the heart of WWII. Incumbent FDR broke the unwritten rule and long-honored presidential tradition of not running for a third term.

In spite of significant support from Republicans in the Midwest and Northeast, Wendell Willkie would not be able to stop FDR's momentum as he took office for the third time.

IN 1944, FDR RAN AGAIN and won an unprecedented fourth term. Sadly, the Roosevelt era would end with his unexpected death in **1945** and the ascension of Vice President Harry S. Truman to the presidency.

ENTERING THE 1948 ELECTION as the unlikely incumbent, Truman dueled with Republican Thomas E. Dewey. In what is considered the greatest upset in election history, Truman bested Dewey to maintain Democratic control of the White House for a record fifth-straight term.

Union Support

Very often, trade unions would create buttons supporting
pro-union candidates. This button for FDR's **1940**
election bid comes from the Millinery Workers Union.

No Prophet

Wendell Lewis Willkie ran against FDR on the Republican ticket in **1940**. Political buttons love to make bold claims such as "Our Next President." However, Willkie lost soundly to FDR. After all, buttons are just pins, not prophets.

No Deal

FDR's Republican opponent in the **1940** election, Wendell Willkie, tried to mock Roosevelt's New Deal with this button touting himself as the "Square Deal" candidate. It didn't work.

SQUARE
WILLKIE
DEAL

WENDELL L. WILLKIE
PRESIDENT

CHARLES L. McNARY
FOR
VICE PRESIDENT

I'M FOR WILLKIE AND McNARY

The Outhouse

As a knock against President Roosevelt's wife, Eleanor,
Willkie supporters created this button satirizing
Eleanor's penchant for sponsoring social programs.
The implication here is that the Roosevelts
would be creating programs sponsoring outhouses.

The Medium is the Message

Through the use of bold, naive typography, Wendell Willkie crafted a series of mudslinging buttons designed to unseat Roosevelt.

I WANT TO BE A CAPTAIN TOO !

WORST **P**UBLIC **A**DMINISTRA-TION

This slogan refers to Roosevelt's son Elliott, who was made a Captain as soon as he joined the Army.

Here Willkie uses the acronym WPA to malign the Works Progress Administration – the largest New Deal agency.

This button mocks Roosevelt's aristocratic way of speaking.
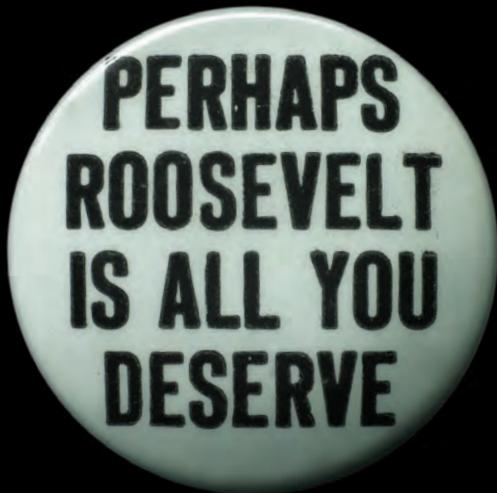
Willkie used accusatory sarcasm to try to assault FDR supporters.

This button slams FDR's wife Eleanor as someone who was always telling "soap stories." Willkie was comparing her appeals to radio soap operas.

Wendell Willkie's unsuccessful bid for the presidency in **1940** left behind no shortage of slogans designed to remove Roosevelt from office.
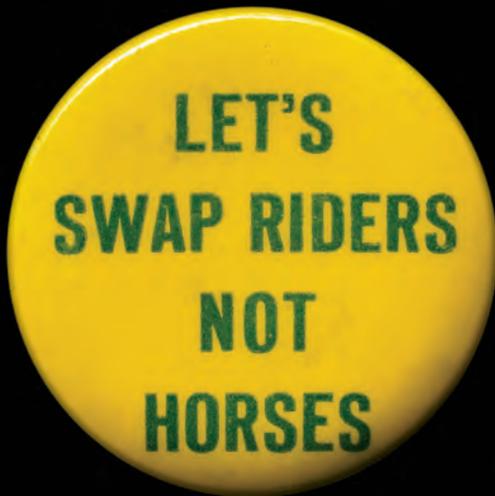
Once again Willkie was trying to put himself in the driver's seat.

Wendell Willkie's "I told you so" refers to **1936** GOP claims that FDR would greatly expand government paper thereby increasing the federal deficit.

All '40s

This button used a popular expression of that era, "Life Begins in '40," and adapted it to Willkie's cause in 1940. During the same election, FDR's supporters touted a similar message, "Again in '40," for Roosevelt's third term.

The Beckoning of Destiny

Putnam published a book about FDR entitled
The Beckoning of Destiny, which was
being touted in this button featuring a young,
aristocratic Roosevelt.

Honk for Roosevelt

This isn't a button, but a **1940** auto license attachment for FDR – a button for your car, essentially. The modern day equivalent would probably be something like a bumper sticker. As we know, people would eventually give up the metal and screws for paper and adhesive.

Win-Win

This **1944** FDR button was used to campaign for
his fourth term. The promise on the design
reflects the American mindset in the midst of WWII.

WE ARE GOING TO WIN THIS WAR. AND WIN THE PEACE THAT FOLLOWS.

The Truman Show

President Truman ran for President in **1948** after taking over the office when Roosevelt died in **1945**. These buttons were created for the **1948** campaign.

1950s

FORMER GENERAL Dwight D. Eisenhower of the Republican Party commanded the '50s.

The **1952** election took place when the Cold War between the United States and the Soviet Union raged in the background. So when the campaign between Eisenhower and Adlai Stevenson ensued, Americans voted in the war hero by a landslide, ending the Democrats' twenty-year dominance of the White House.

1956 GAVE AMERICA a ballot sequel, Eisenhower vs. Stevenson, and an identical outcome – an Eisenhower victory. Yet Eisenhower didn't waltz into a second term without a fight. Failing health would bring his ability to lead into question. And Stevenson held support from a core of liberal Democrats. But in the end, Eisenhower's charismatic personality and termination of the Korean War proved sufficient to overcome any doubt about his chances for a second term.

The **'50s** showed that the majority of Americans did indeed like Ike.
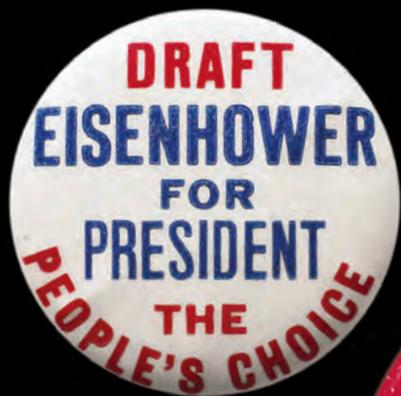
I Like Ike

The popular phrase "I like Ike" appeared on buttons and every other conceivable piece of political memorabilia. Because Eisenhower was a hero of WWII, it was easy to understand the nation's infatuation with the man who became the country's **34th** President.
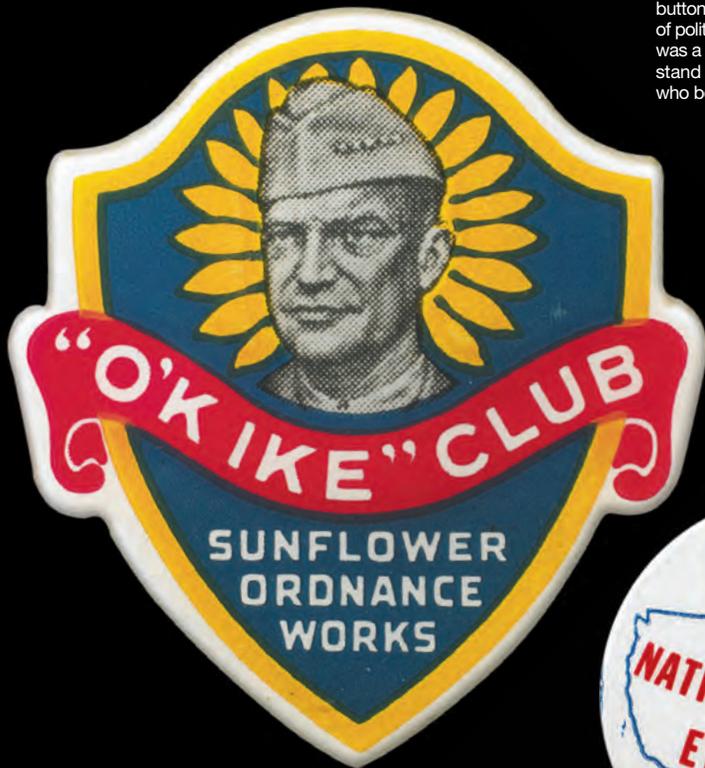
Folk Art

Bold colors. Simple typography. The three color red, white and blue "banner style" design meshes naturally with the three word slogan.

At War

These are not presidential buttons. Instead they show support for General Douglas MacArthur and Dwight D. Eisenhower during the WWII era (they were war buddies). The modern equivalent would be something akin to the yellow "support the troops" ribbons. With exception to the military attire, the first two designs follow a traditional campaign button style. However, the mid-century spot illustrations that ornament the third design allude more directly to the war.

Ike & Dick

Republican nominees Eisenhower and Nixon went on to win the **1956** Presidential election. This button commemorated their inauguration on January **20, 1957**.

STEVENSON - HUMPHREY

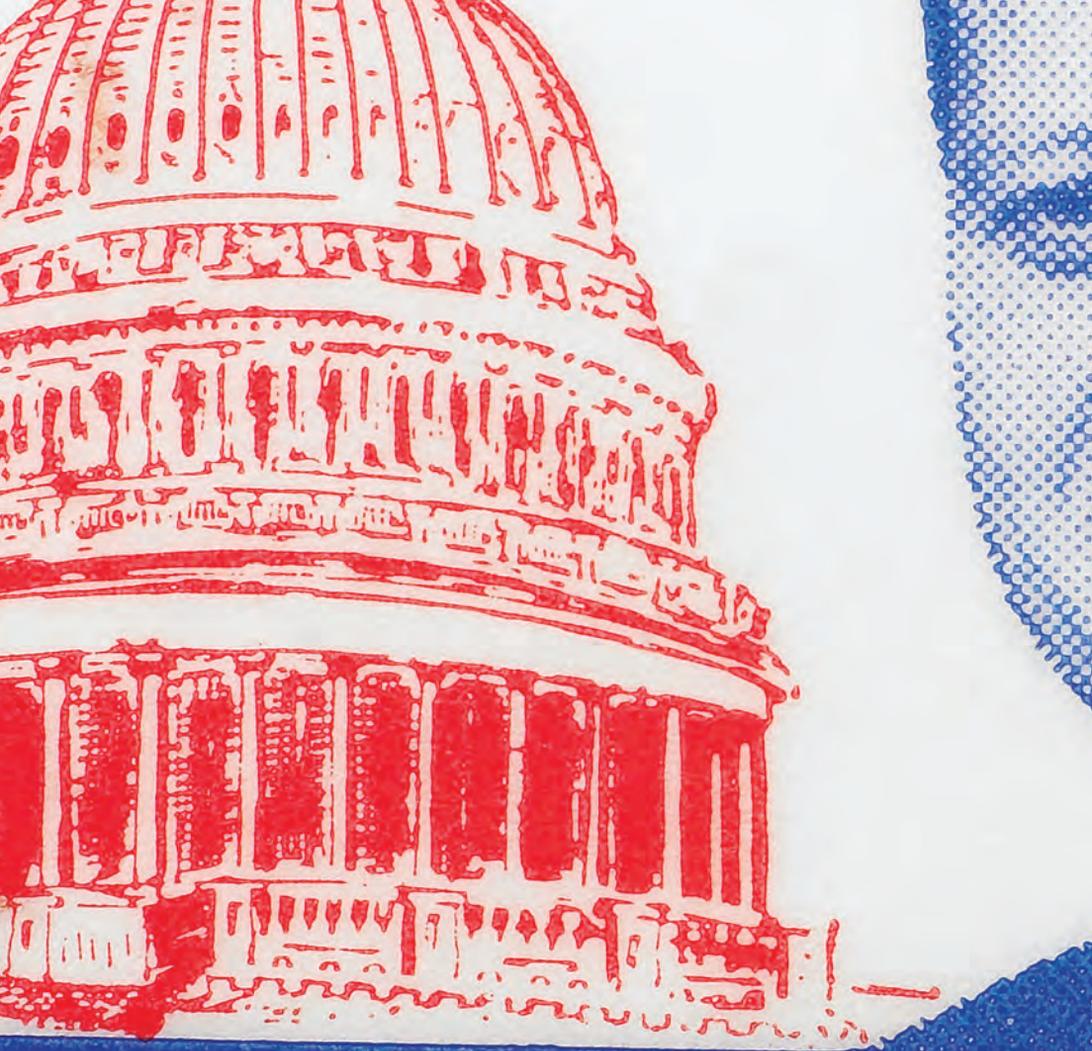PRESIDENT VICE-PRESIDENT

WILL SWEEP THE COUNTRY !

1960s

EISENHOWER BECAME THE FIRST President restricted to the two-term policy outlined in the 22nd amendment to the Constitution.

So Vice President Richard Nixon took the helm in the **1960** election as the GOP candidate. The Democrats served up Senator John F. Kennedy. As a Roman Catholic, Kennedy's faith stirred up a great deal of prejudice and acrimony. However, in what would become the closest presidential race since **1916**, Kennedy prevailed.

To this day, the forty-three year old remains the youngest person to be elected President. Following the assassination of JFK, Vice President Lyndon B. Johnson finished Kennedy's term and ran for President in **1964** against Barry Goldwater, the Republican contender from Arizona. Riding the popularity of Kennedy, Johnson won.

THREE STRONG CANDIDATES, Nixon (Republican), Hubert Humphrey (Democrat) and George Wallace (Independent), vied for office in **1968**. With the recent assassinations of JFK, his brother Robert, and Martin Luther King, Jr., as well as the violent outbreak at the Democratic National Convention, and acute tensions from the Vietnam War, the country was in a state of psychological and political chaos.

Promising to restore "law and order," Nixon barely won over Humphrey, bringing the Republicans back to the White House.

KEN

The GQ President

Kennedy's telegenic good looks and electric personality were tailor-made for the television era. Beginning with this 1960 race, presidential races would hinge on how well a candidate could negotiate this medium.

All Aboard

"On the right track with Jack" was a catchy phrase
that reflected many Americans' attitudes
toward JFK during his **1960** Presidential campaign.

See Dick Run, See Dick Lose

Nixon's **1960** campaign used the expression "Keep Dick on the job," similar to Kennedy's "On the right track with Jack." On the other hand the outcomes of their campaigns were anything but similar. Jack won. Dick lost.
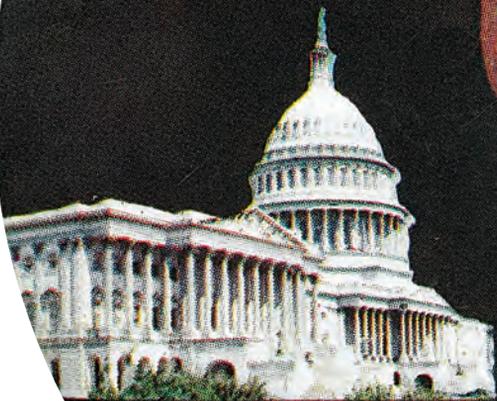
Curiously Strong Candidates

The rectangular format of these jugates for the **1960** election take on the shape of an Altoids container. Coincidentally, supporters of the Democrats (JFK and Lyndon Johnson) and Republicans (Richard Nixon and Henry Lodge) used identical designs to cheer on their respective candidates.

KENNEDY JOHNSON

NIXON LODGE
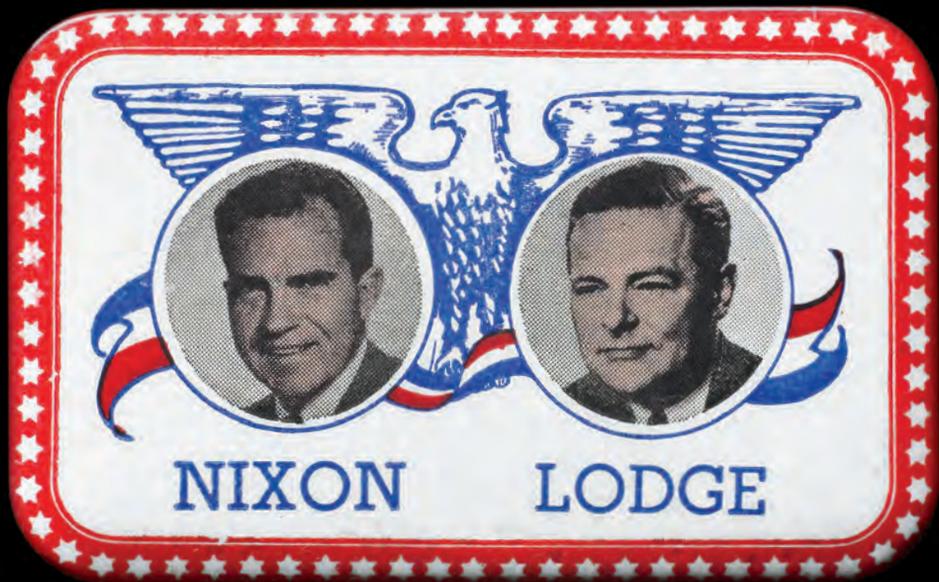
Man of the 60's

This inaugural piece uses a backdrop of the Capitol to create a Presidential feel. A detail uncommon to other buttons is the inclusion of JFK's signature, giving the button a personal touch.

Decked Out

Alone, this button is just a classic jugate for John F. Kennedy's **1961** inauguration. Yet this design stands out among run-of-the-mill buttons with tasteful extras – a patriotic ribbon and attached donkey pendant. These details give this piece greater value among collectors.

Ride the Wave

Designed in North Dakota for the **1964** Presidential election, this is a classic trigate coattail where Governor Guy and Senator Burdick – also up for election in North Dakota – are riding on the coattails of Lyndon B. Johnson. Its limited number and unique surfboard shape make this an unusually valuable button.

Double the Fun

This is a "flasher" – it displays one picture from one angle, and a second picture from another angle. In support of his **1964** campaign, the first image shows Republican Barry Goldwater and his wife riding an elephant on their way to the White House. The second picture shows the incumbent, Lyndon Johnson, and his wife heading out, luggage in hand.

A Bad Hand

This rebus uses a wall and ace to fabricate the surname, Wallace. George Wallace ran for President as a Democrat in **1964**, **1972** and **1976**, failing to achieve the party's nomination each time. However, in **1968**, he didn't like the direction of the Democratic Party, so he created the American Independent Party. This button was created for that campaign.

One Bad Apple

As part of the backlash against Vietnam, this **1968** button was created to promote an anti-Nixon and Humphrey agenda. As you can see, both worm heads emerge out of the same bad apple.

Where It Began

Ronald Reagan made his first run at the White House when he campaigned for President in **1968**. Though Nixon grabbed **98%** of the votes needed for the Republican nomination, the failed attempt still propelled Reagan into the American political consciousness.

Segregationist Loses Race

George Wallace ran for President in **1968** and formed the American Independent Party. Wallace was opposed to the federal government forcing integration. He pulled around **10 million** votes and carried some southern states, but ultimately lost by a wide margin to Richard Nixon.

In and Out

The Capitol illuminates the sky as a pillar of light in this over-sized **1969** inaugural jugate. The first term went well, but the second term would see them both resign in disgrace.

INAUGURATION DAY
FORWARD TOGETHER
Nixon / Agnew
WASHINGTON, D.C.
JANUARY 20th
★ 1969 ★
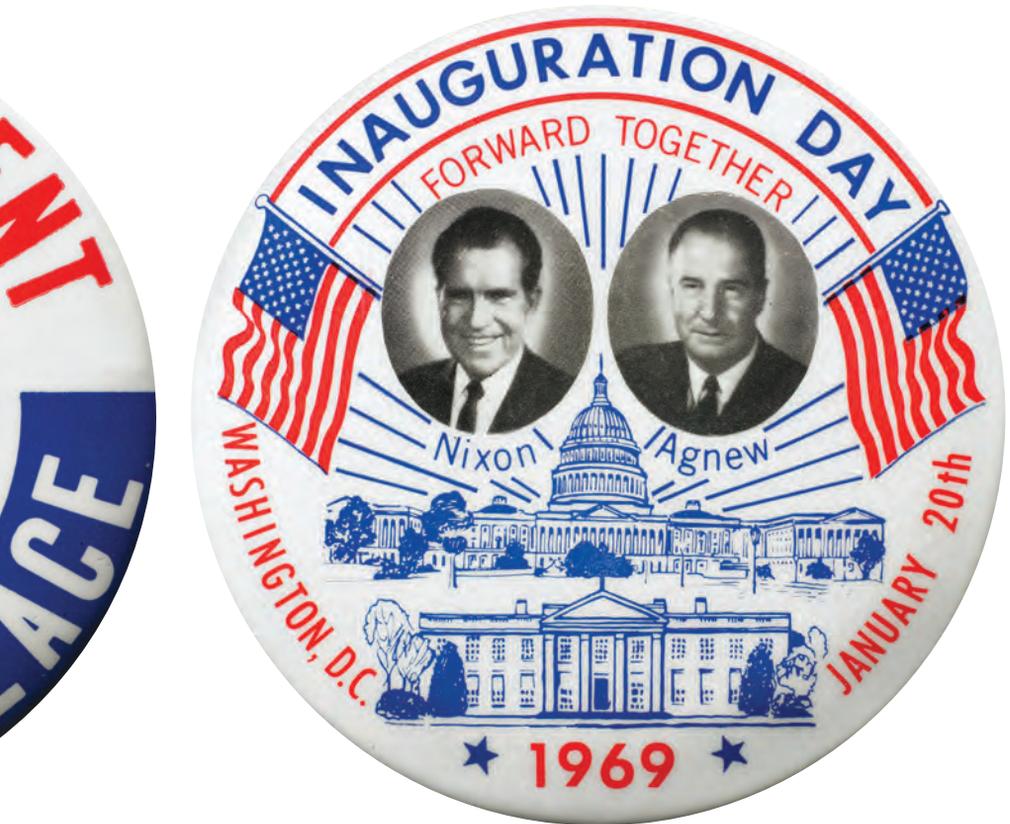
1970s

IN OPPOSITION TO NIXON and the Vietnam War, Democratic nominee George McGovern staged an anti-war campaign in his run for the 1972 election.

On the other hand, Nixon claimed his policies assured that peace was around the corner, and that McGovern was a radical of "acid, amnesty and abortion." Nixon repeated another landslide victory with a **23.2%** margin of victory in the popular vote.

IN THE WAKE of the Watergate scandal, the nation's love for Nixon turned to anger and resentment, forcing his resignation. Gerald Ford became President and made another attempt at the office in **1976**.

The unlikely Democratic candidate, former Georgia Governor Jimmy Carter, ran as the down-to-earth, politics-are-not-my-first-trade, Washington outsider. With a plodding economy and some heavy Nixon baggage, Ford had little to sway the vote. Carter managed to squeak out a narrow victory and became the first President from the Deep South since **1848**.

Waiting for Watergate

Nixon had every reason to feel like a superhero after winning reelection in **1972**. However, that feeling of invincibility would be short lived as the Watergate scandal loomed on the horizon.

Buy a Gallon, Get a Button

There was a time when advertisers created buttons as giveaways. So as not to be polarizing, they created buttons featuring the candidates from both parties. Sunoco created this particular button for the **1972** campaign and features Democratic candidates McGovern and Shriver, who went on to lose to Nixon and Agnew.
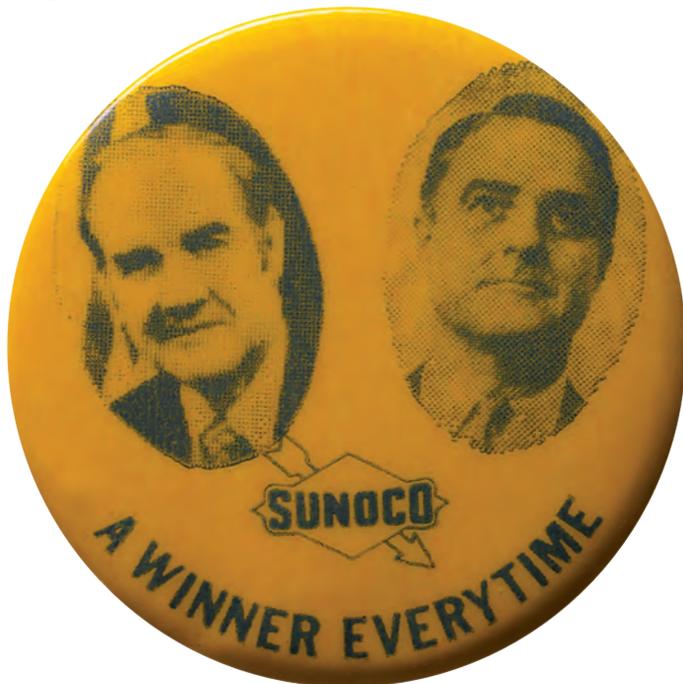
The Grammy Button

Given George McGovern's politics, it's not surprising to see liberal artists like Carole King, Barbra Streisand and James Taylor lending their support to his 1972 campaign. McGovern's name acts as the headline, and the artists' faces get the spotlight to attract young voters. But they must have muffed the vocals – Richard Nixon won the 1972 election by a landslide.

America's Most Wanted

Surprisingly, this pin is not in support of Nixon for President. It's actually a satirical button dating from the **1973-1974** Watergate era – a scandal that ultimately led to Nixon's resignation.
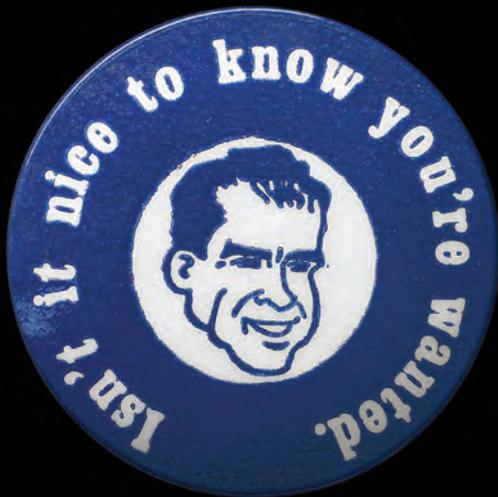
Nixon Out, Ford In

When Nixon resigned in **1974**, Vice President Gerald Ford became President by default. Because Ford only served as Vice President for under a year, this button, produced during his Vice Presidency, is a rare collector's item.

FORD

IT'S A BETTER IDEA

149

CUMBERLAND COUNTY
FOR
NOV. 2, 1976
CARLISLE
CARTER – MONDALE
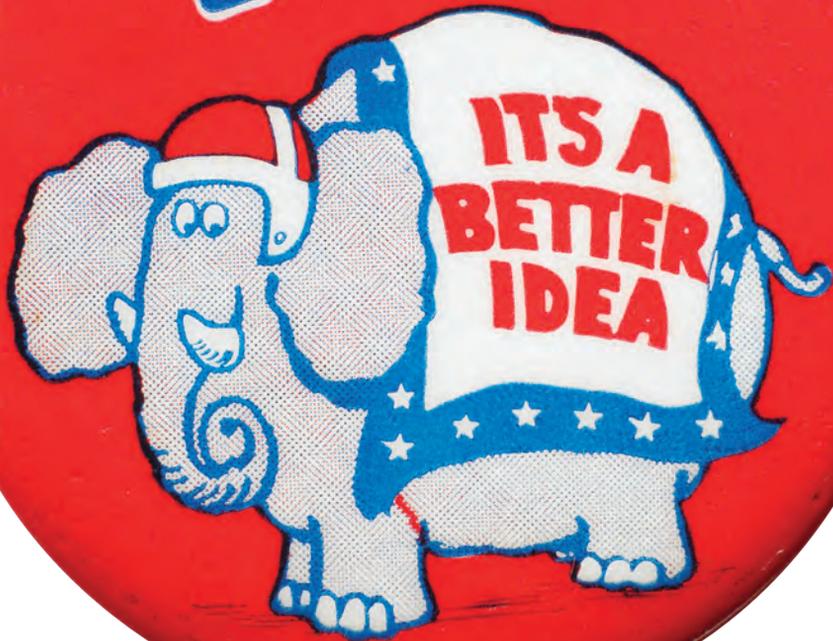
The Democrats Return

This is a basic jugate of Jimmy Carter and Walter Mondale used during the **1976** election that they eventually won. It shows Cumberland County's support for the Democratic nominees.
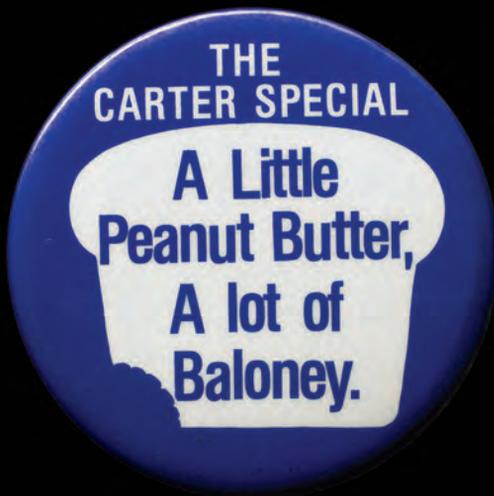
Carter Gets Roasted

Supporters of Gerald Ford and third party candidate Lester Maddox poked fun at Jimmy Carter's background as a peanut farmer. The illustrated figure on the left is the iconic Planter's Peanuts character. However, this "nut" sports a menacing mouth and Napoleon garb. The anti-Carterites threw in one more jab, the tyrannical title of "emperor." On the right, the bread slice silhouette hits home a message about Carter's baloney.

WANT THIS NUT IN THE WHITE HOUSE?

1976

PEANUT EMPEROR 1

THE CARTER SPECIAL
A Little Peanut Butter, A lot of Baloney.

Showdown

For this **1976** GOP convention button, Reagan is represented as the good guy with the white hat – Ford is the sinister character in black. In this standoff, Ford would emerge victorious.
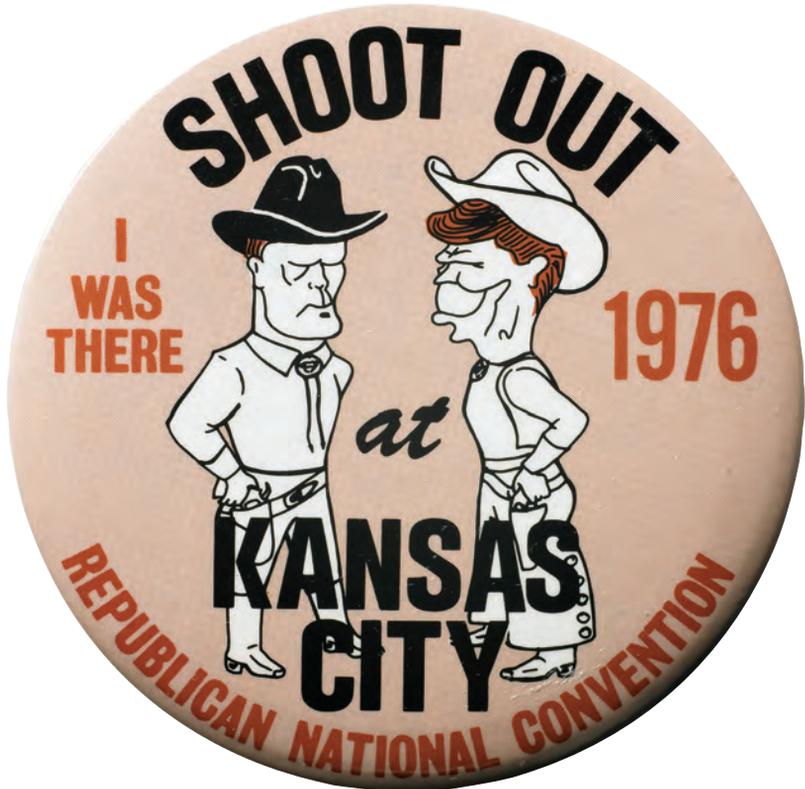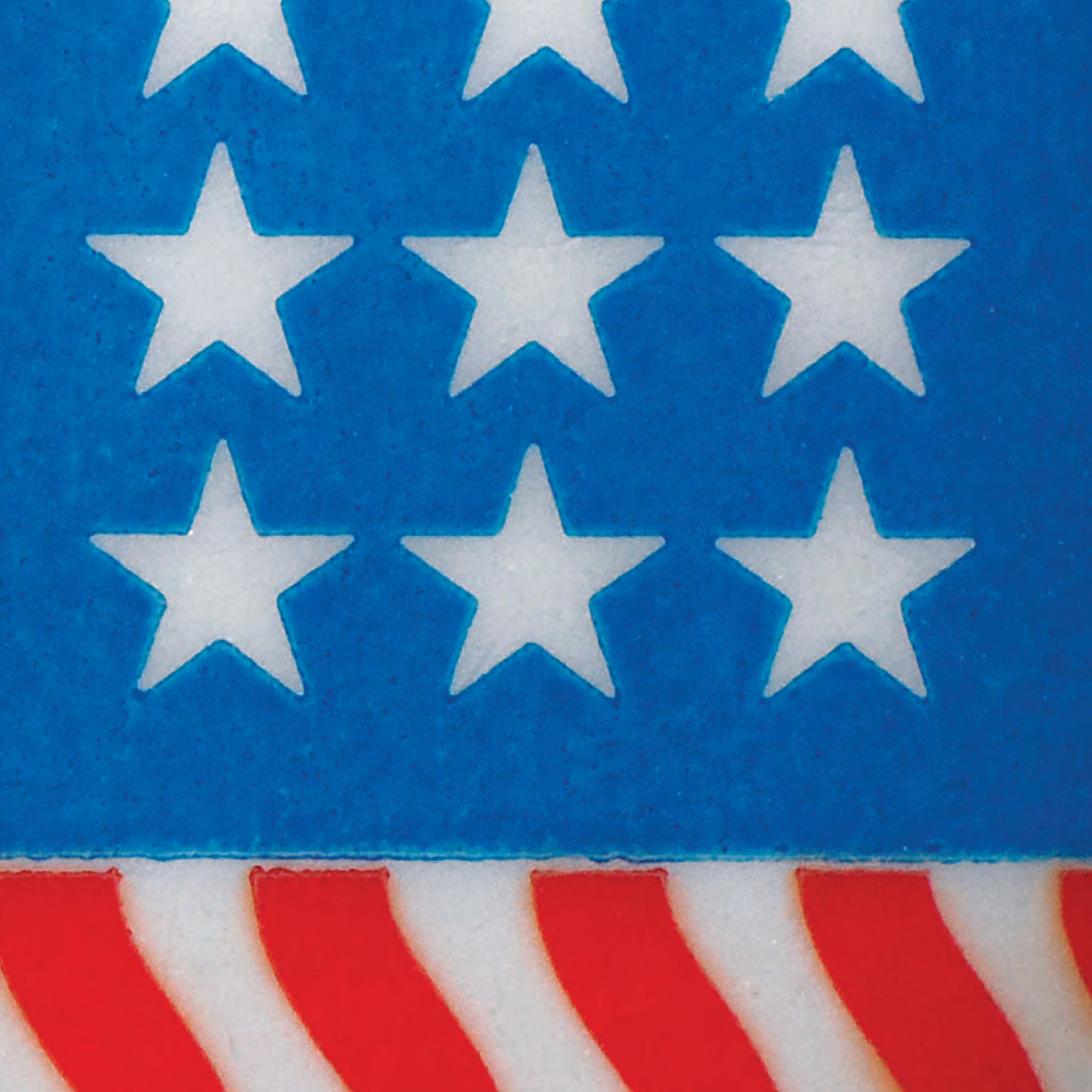
Prime Time

The rarity of this button is found in the jugate.
Two candidates from opposing parties are never
represented (positively) on the same button.
Because ABC News produced this button for the
1976 election, it represents support for ABC's
coverage of the campaign, not the candidates.

1980s

IN THE FACE of stagnant economic growth and the Iran Hostage Crisis, Americans largely blamed Carter for the misfortunes of the '80s.

With two previous attempts to obtain the Republican nomination under his belt, Ronald Reagan made a third charge at the White House in **1980**. This time, Americans connected with Reagan's charismatic personality and elected him by a landslide. Simultaneously, Republicans gained control of the Senate, thus starting the "Reagan Revolution."

IN REAGAN'S FIRST TERM, the economy made a strong recovery, setting the stage for another favorable platform for Reagan's second term. Consequently, Reagan's Democratic opposition, Walter Mondale, didn't pose much of a threat. Reagan became the second candidate to carry **49** of the **50** states in a **1984** election-year blowout.

RIDING THE COATTAILS of Reagan's dramatic success, Republican nominee George H. W. Bush defeated Democratic contender Michael Dukakis in **1988**.

Catfight

The rich and upper class were often known as the "Fat Cats." Conversely, this button labels the American poor as "Skinny Cats." In **1980**, Jimmy Carter lost his catfight with Reagan and conceded the presidency.
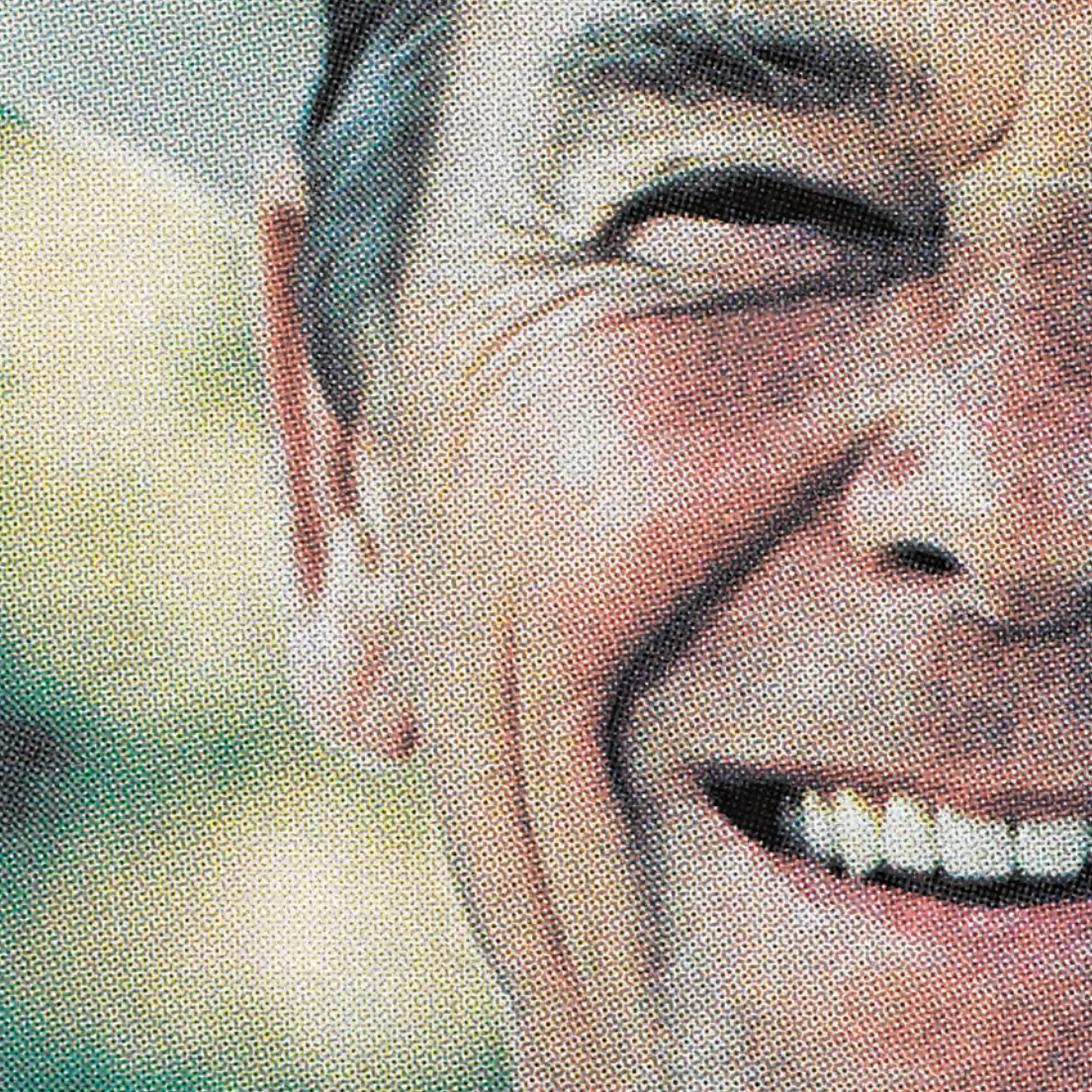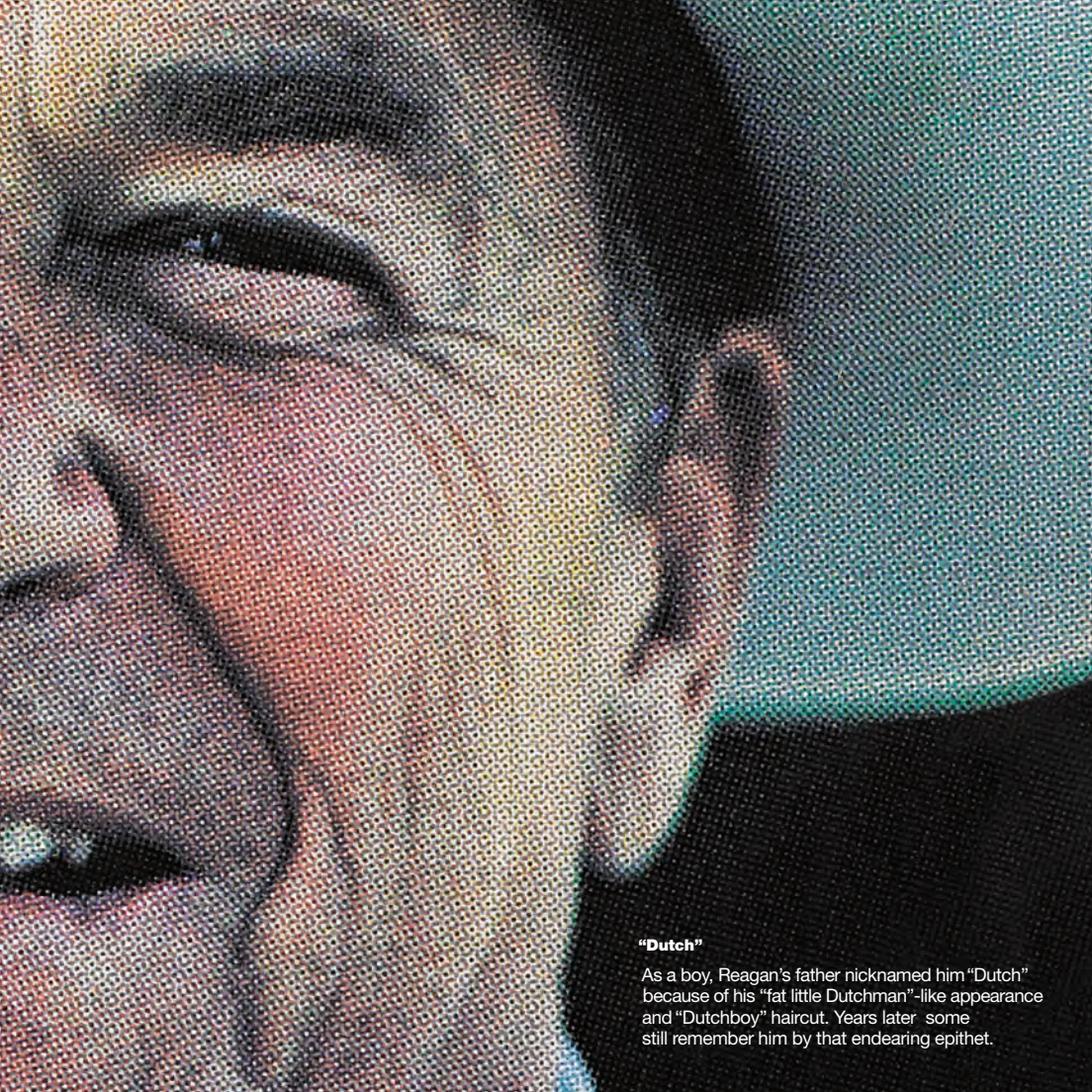
...C. SKINNY CATS

for

CARTER '80

The New Sheriff in Town

As an actor, Reagan starred in several western films and hosted a TV program about the old American West called *Death Valley Days*. This stylized **1980** Reagan portrait pays homage to his former profession, giving him a tough, rugged demeanor.

RENEW AMERICA'S STRENGTH
WITH GREAT AMERICAN VALUES

-OUR CHOICE-
BARRETT'S TAVERN
BAYONNE, N.J.
BARRETT'S TAVERN
Re-elect **R**onald **R**eagan

SUPPORT YOUR 17th C.D.
274
DELEGATES
A. Jane Fox
John D. Janosik
Kathryn Davidson
ALTERNATES
Dorothy Dallas
Anne H. Carr
Richard J. Mark
$1
Ohio Republican
Freedom Delegation
Pd. by 17th C.D. Ohioans for Reagan

"Dutch"

As a boy, Reagan's father nicknamed him "Dutch" because of his "fat little Dutchman"-like appearance and "Dutchboy" haircut. Years later some still remember him by that endearing epithet.

Monkey Business

As with all Presidents, Carter's first term generated many critics. These three figures represent the famous Marx Brothers comedy team – Groucho, Chico, and Harpo. "Carter is doing the job of three men" implies that his performance in office was the work of a clown. In **1980**, Carter lost to Ronald Reagan.
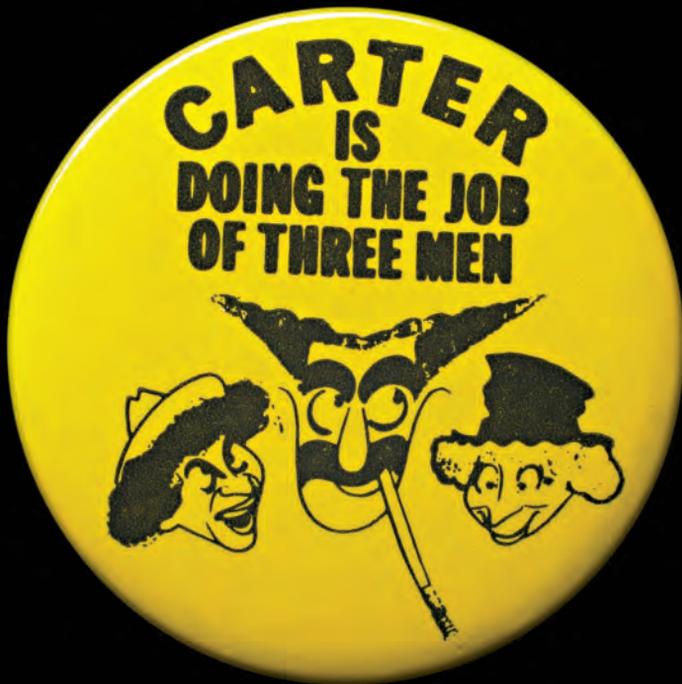
Toilet Humor

When people decide to campaign for a public office, they
can expect their good name to be dragged through
the mud. In **1980**, anti-Carterites tried to reduce him to the
lowest of lows by dragging his mug through the mud.
The juxtaposition of Carter's head and the toilet seat creates
a message solidified by the words, "time to flush."

MONDALE
FERRARO

Go Girl!

Presidential candidates generally announce their choice for a Vice President running mate with a TV media conference. However, Walter Mondale used a notification button to heighten the fanfare of his announcement of Geraldine Ferraro, the first female VP candidate in history. In **1984**, Mondale staged a ceremony in Elmore, Minnesota, for the event.

WASHINGTON SUPPORTS 1984 MONDALE ★ FERRARO

Sprechen Sie Deutsch?

After his first term of service, Reagan had garnered support from Americans of German ancestry. In German, "das beste oder nichts" means "the best or nothing." Now, how do you say "Reaganomics" in German?

You Snooze, You Lose

During his campaign for the **1984** presidency,
Walter Mondale's flat oratorical style often bored
the public to tears. "No! Not Mondulll" comments
on how even a baby couldn't bear the boredom.

Not So Golden Gate

In **1984**, the Democratic National Convention was
held in San Francisco. This trigate (Mondale,
Jackson and Hart) is framed by the timeless image
of a San Francisco trolley car. The goal of this
button is to promote unity.

Sick Humor

This is an overt anti-Dukakis button from **1988**. His name is turned into an obscure political disease called Dukitis, "characterized by stubbornness, blandness, myopia, and a deep-seated propensity to be all things to all people."

Opa!

Michael Dukakis never talked about his Greek heritage until he solicited America's rich Greek population for campaign money. Many believed that he mentioned his roots only for the cash, hence the button's caustic message. In **1988**, Dukakis lost to Bush.

'88

DUKITIS (Dū-kī'-t ıs)
A political disease characterized by stubborness, blandness, myopia, and a deep-seated propensity to be all things to all people.

I KNEW DUKAKIS BEFORE HE WAS GREEK
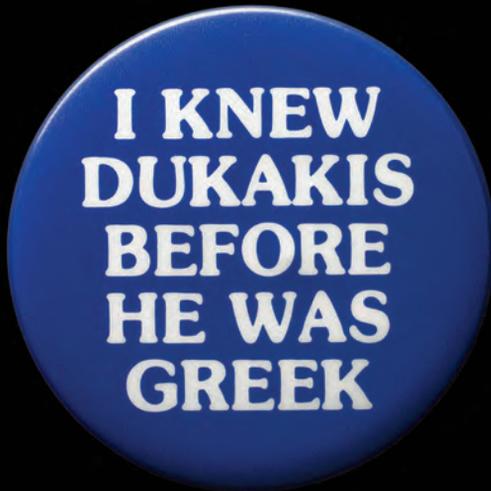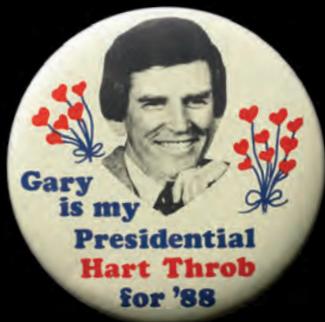
Heartthrob Hart

Colorado Senator Gary Hart ran against Michael Dukakis for the Democratic bid in **1988**. Almost immediately following the beginning of his campaign, Hart was found to be engaging in an extramarital affair. To prove his "innocence," he invited the news media to follow him around to see the truth for themselves. And so they did – catching him with Donna Rice (not his wife) on the yacht "Monkey Business." The irony is still almost impossible to believe.

"Pop Hart"

This Gary Hart button from **1988** is a classic example of pop art – Andy Warhol meets Robert Indiana. The unconventional visual motifs include a nod to the American flag and no words or photograph of the candidate. The red heart in the center of the star gives the only indication of who this button supports.

1990s

DURING HIS FIRST TERM in office, George Bush broke his pledge not to raise taxes, severing allegiances with his conservative base.

Additionally, Reagan's vibrant economy plummeted into a recession.

Given these circumstances, Bush was pretty wounded as he entered battle against Democrat Bill Clinton and Independent Ross Perot for the **1992** election. Though Perot led in the polls at one point, he ultimately finished third with **18.9%** of the popular vote (the most for an Independent candidate since Teddy Roosevelt).

Despite securing only **43%** of the popular vote, The three-way split vote allowed Clinton to become the country's **42nd** President.

INCUMBENT BILL CLINTON would face Republican Bob Dole and Ross Perot in **1996**. Because Dole ran what many considered a tepid campaign and Perot was seen as an eccentric, Clinton once again seized the day without gathering a majority of the popular vote.

Bashing Bush

Clinton's supporters attacked Bush on every possible front during his **1992** election. Although Bush declared, "Read my lips. No new taxes!" during his **1988** campaign, he went back on his pledge once in office. His claim as an "environmental president" seemingly contradicted his environmental policies, earning him the exaggerated Bushnocchio illustration. Also, the stumbling economy motivated a nod and a wink to Disney's popular *Honey, I Shrunk the Kids*.

Tennessee's Team

A classic jugate, this button features Tennessee's support for George Bush, the elder and Dan Quayle as incumbents in the **1992** Presidential election. Though the button positions the candidates as "America's Team," Americans chose a different team – Bill Clinton and Al Gore.
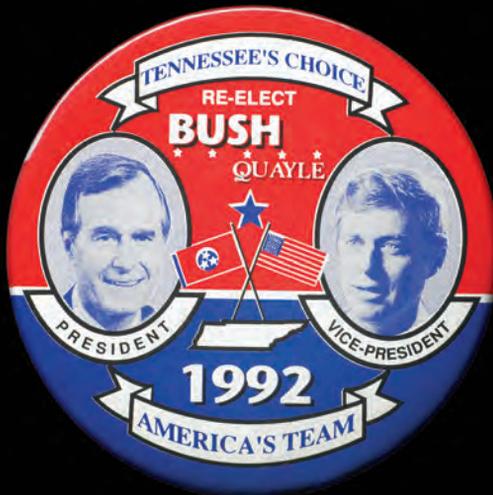
Bush Country

George Bush used this button as support for his declaration to run for a second term in **1992**. The crude illustration features ambient elements of Colorado, where the Republican National Convention was held.

Farming Favorites

Although Clinton won the **1992** election, he couldn't carry North Dakota – a state that always votes Republican. Clinton's photo shows his confidence as a "fighter for family farms."

Change is Coming

South Dakotans showed their support for Clinton and Gore's campaign in **1992**. Due to a struggling economy during Bush's term, the message "for change" was the principal theme of the Clinton-Gore campaign.

CLINTON IS DROWNING IN WHITEWATER!

® GCIU

A
HISTOR
C
Sle
...a
and
...a

Bashing Bill

During his reelection campaign in **1996**, Clinton
was the target of a lot of mudslinging.
These buttons mock Clinton's involvement in the
Whitewater scandal, as well as his alleged
dalliances with other women.

"There's not a shred of evidence"

Don't Tra[...]

COLOR[...]
CLIN[...]
GORE[...]

For A[...]
Old M[...]

[A]RKANSAS
[HISTO]RICAL MARKER
[C]linton
[Slept] Here
[a]nd here
[and] here...
[a]nd here

"I AM NOT A CROOK"

WHITEW[...]

Unzipped

"Win one for the zipper" is a play on Reagan's famous "win one for the Gipper" rally cry. However, this Clinton version also carries the connotation of the Monica Lewinsky scandal. Ironically, it was not an anti-Clinton button, just an innocent bit of satire in the **1996** campaign.
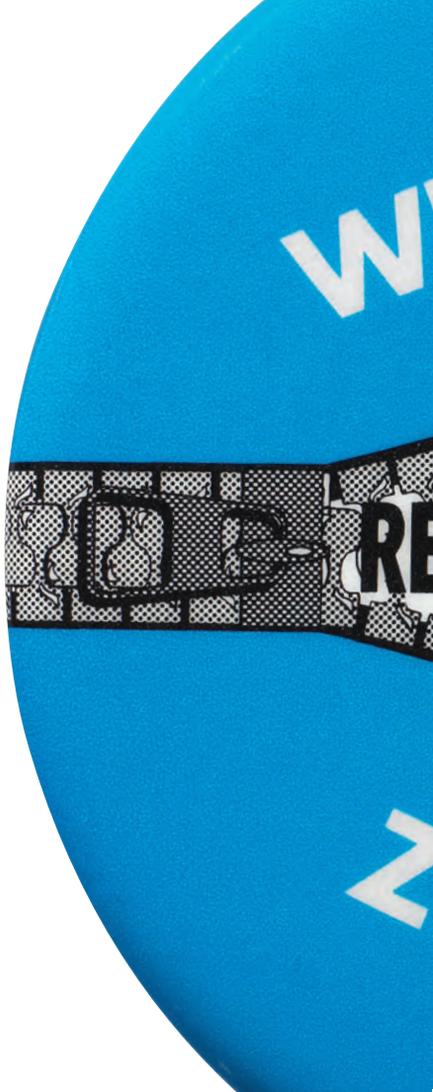
IN ONE
FOR

ELECT CLINTON

THE
ZIPPER
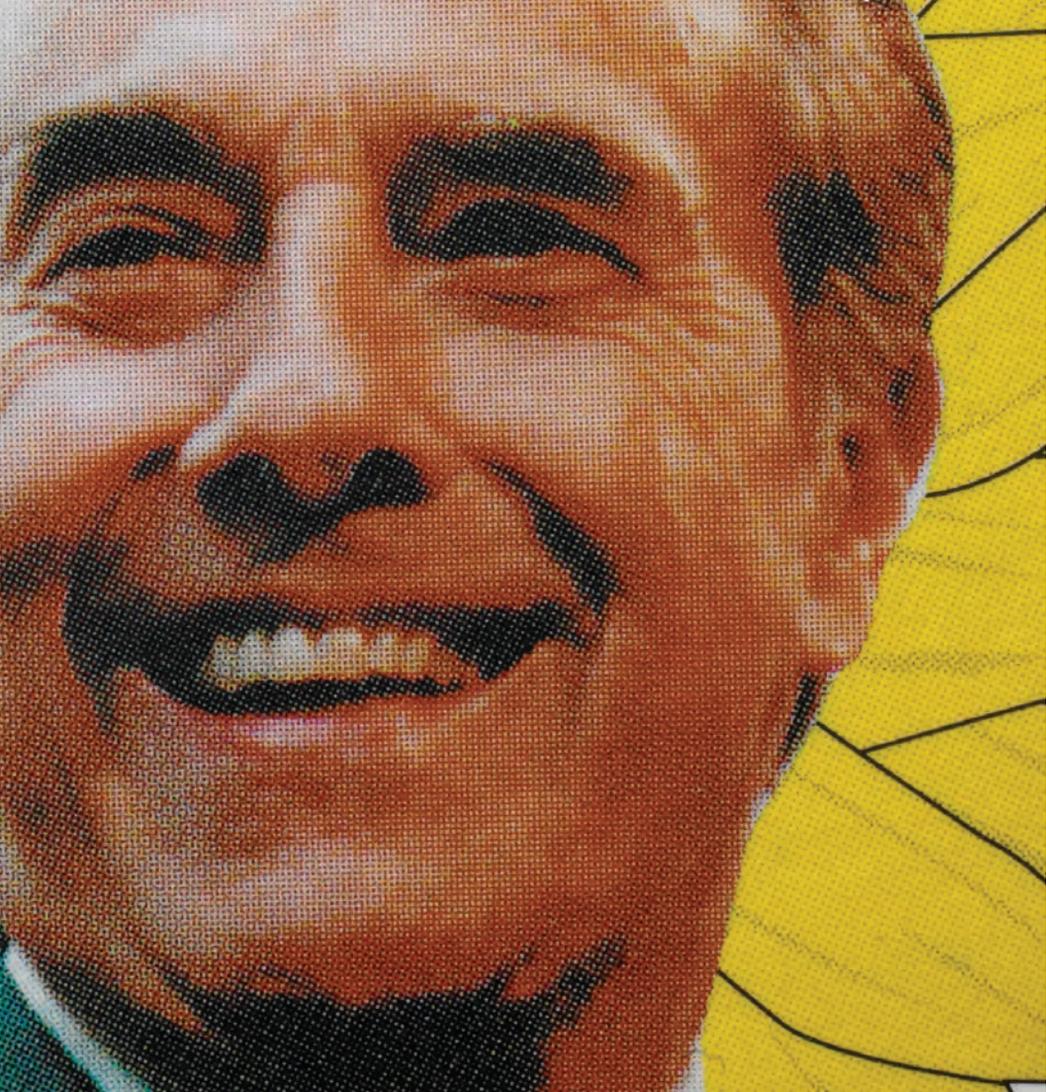
A Warm Welcome

As part of Dole's targeted **1996** campaign, he made
an appearance in Louisville, Kentucky. This is
one of many examples of a button produced with
the primary purpose of welcoming a candidate.

2000s

IN ONE OF THE MOST BIZARRE and controversial elections in U.S. history, George W. Bush won the 2000 presidency over Democrat Al Gore when the U.S. Supreme Court, in *Bush v. Gore*, voted 5-4 in favor of Bush.

In the end, Gore gathered more popular votes, but Bush's victory came from his scant advantage in the Electoral College attributed to winning Florida (ironically, the state where his brother was Governor).

2004 WOULD FIND BUSH defending his office against Democratic Senator John Kerry. This time, Bush would carry a tiny majority of the popular vote, and the Electoral College.

Today, Americans don't lack for choice in the **2008** election – ten Republicans and eight Democrats have already announced their candidacy. Will Hillary Clinton become the first female President? Will Fred Thompson emerge as another actor-turned-President?

Unfortunately, we're all going to have to wait until next November for that mystery to unfold.

History Almost Repeats Itself

Gore stands cheek-to-cheek with JFK in this **2000** jugate that attempts to compare Gore to another young and handsome Democrat who was nominated at a California convention.

Hoedown

One of several inaugural balls held in **2001**, The Black Tie & Boots gala showcased a wide array of artists, with a particular focus on country music. The Texas State Society of Washington D.C. hosted the event.
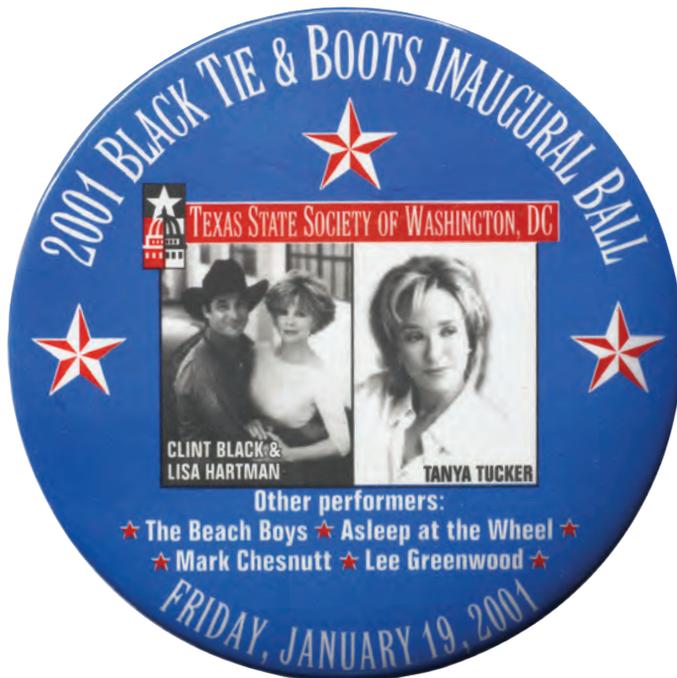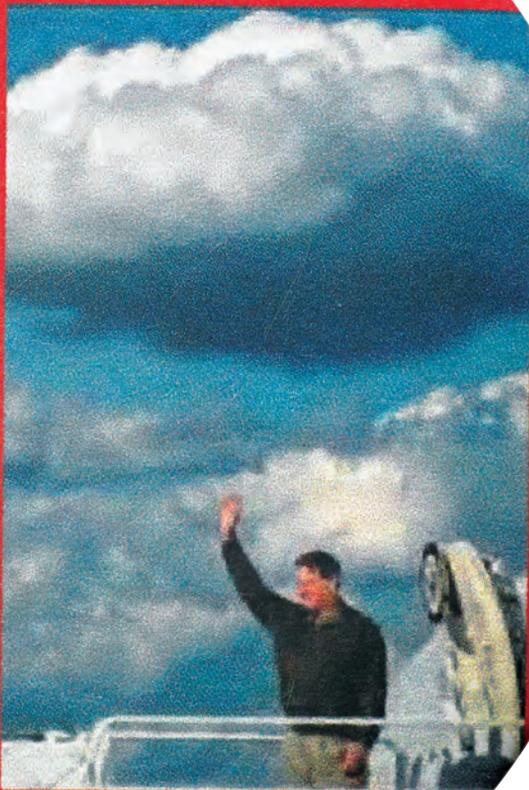
Separation of Church and State?

Supporters of George W. Bush's first term produced this button to distribute on Election Day in **2000**. The message of who God supports is conveyed in the rainbow smiling down on Bush, and the ensuing cloud frowning upon Kerry.

Florida is ready for 2004

Fool-Proof
Voting Device

Independent

NONE

Democrat

Republican

Pick One

Gore
entor of:
Internet
Trees
Popcorn
Beanie Babies

21st Century Satire

Here is an array of satirical political buttons created
for the **2000** and **2004** elections.

Bush Redux

A physical penny is mounted on the face of the shield, tying into the not-so-obvious play on words, "makes cents to us." The button was in support of George W. Bush's second term in office.
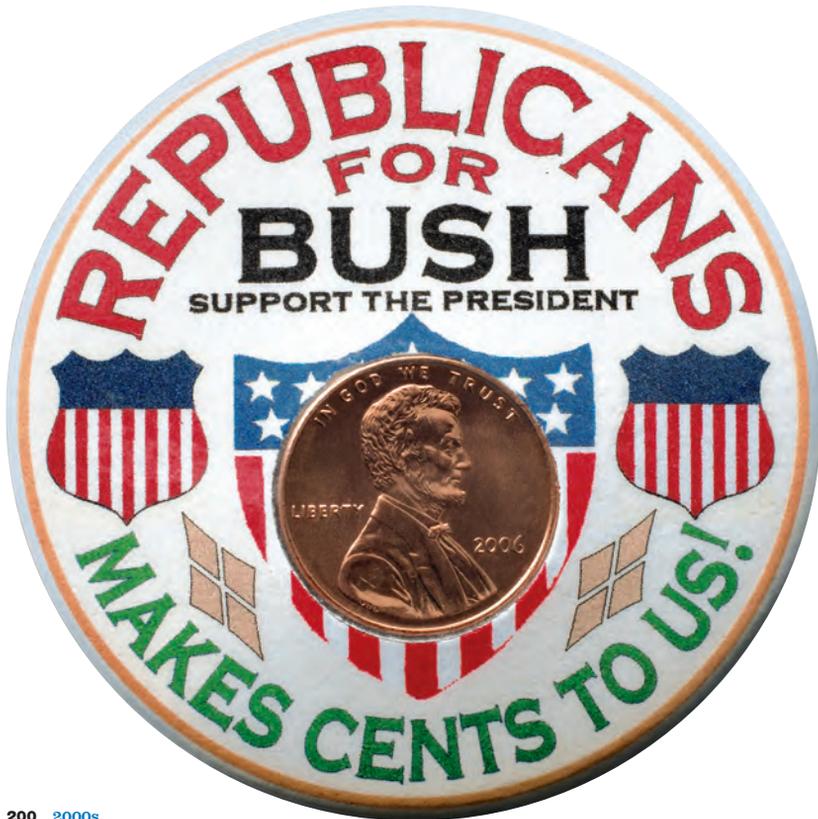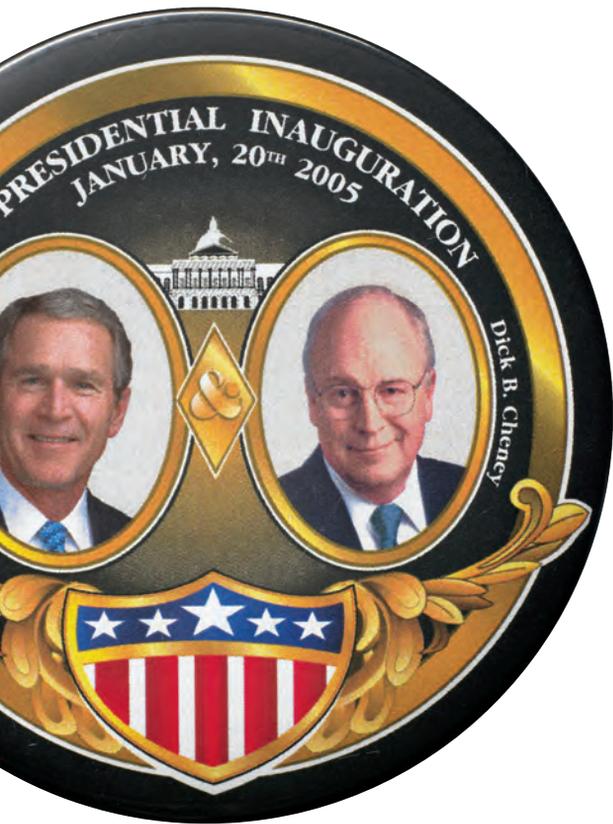
W. Part II

This inauguration button celebrates the beginning of President Bush's second term in office that began on January 20, 2005. At the printing of this book, there were less than 500 days left in his presidency.

The Dinner Pail Returns

The full dinner pail concept is borrowed from the full dinner bucket buttons of the early **1900s**. When Kerry and Edwards ran in the **2004** Presidential election, they promised "a full dinner pail" by stopping the exportation of jobs.
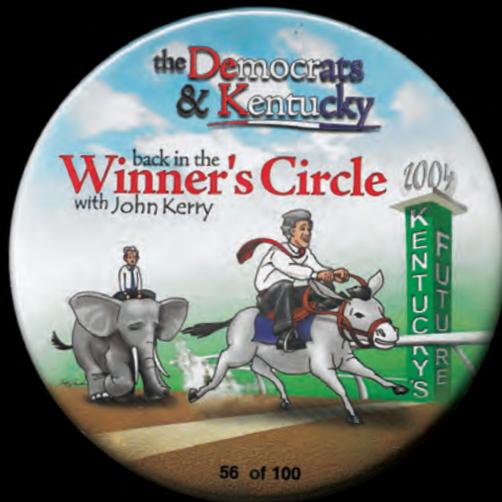
(See the McKinley-Roosevelt campaign on page **32**)

New England Patriot

By using the familiar image of Paul Revere, this button implies that fellow New Englander, John Kerry will be giving the nation a great awakening. The title "The Minuteman Legacy" stresses the urgency of Kerry's cause in the **2004** Presidential election.
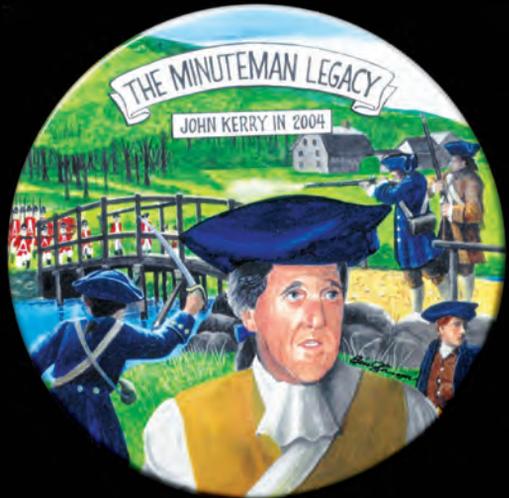
A Polarized Nation

The popular movie *The Polar Express* was released in the year of the **2004** presidential election. Rather than advocating a specific candidate, this button provides political commentary on the nation's polarization as the Bush train is seen rushing by the Kerry sign.

Choo-Choo

In this picture, the Liberty Train is chugging along with Bush as the engineer. Supporters used this during his campaign for reelection in **2004**.

An Unfinished Bush Tale

Holiday Cheer

This anti-Bush satire, a parody of *The Nutcracker*, illustrates Bin Laden sneaking up on the W. from behind. As illustrated on the button, Bush has no idea what's about to hit him.

On a more cheerful note, the button below portrays Bush as Bob Cratchit and Cheney as Tiny Tim.

God Bless us everyone

The Da Giuliani Code

No doubt inspired by *The Da Vinci Code*, this button in support of Rudy Giuliani is steeped in symbolism. Fully decoding this button's labyrinthine layers of meaning requires a great deal of detective work.

To begin, MMVIII is **2008** in Roman numerals. In reference to Giuliani's Italian heritage, the two columns (representing the Twin Towers) are distinctly Tuscan style. Additionally, the symbols that rest atop the columns are the astrological sign for Gemini – Twins – another obvious reference to the Twin Towers, and a subtle hint to Giuliani being a Gemini (he was born May **28**).

182249 is a number-letter substitution cipher that corresponds to the alphabet. **18=R, 22=V, 4=D** and **9=I**, which spells RVDI – which appears to make no sense, right? However, in the beginning of the Roman Republic, the "Latin" alphabet didn't contain the letters "U" or "Y." Therefore "RVDI" would be the correct spelling for RUDY (Giuliani is a Roman Catholic as well).

The Roman numeral "III" on the ribbon stands for Giuliani's full name: Rudolph William Louis Giuliani III. The unfinished pyramid and the eye are found on the **$1 bill**, giving the design a pronounced American feel.

In **2002** Elizabeth II bestowed honorary Knighthood upon Guliani, thus the "knight" chess piece as the pyramids cap.
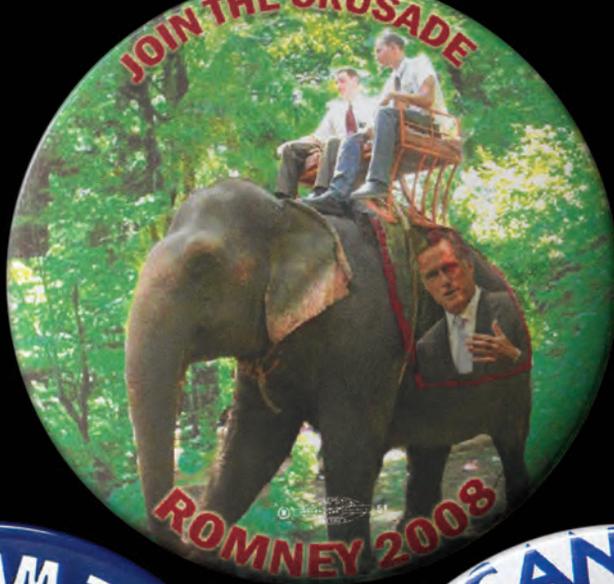
Finally, the donkey and elephant jointly adorn the top of the design because Giuliani started his political career as a Democrat and later became a Republican. OK, you can breathe now.

MMVIII

1 8 2 2 4 9

ANOTHER AMERICA

JOHN McCAIN 20

REMEMBER
THE ALAMO
TANCREDO '08

THE

JO

AN FOR

2008

JOIN THE CRUSADE

ROMNEY 2008

RIGHT FROM

20

NEWT GINGRICH

DREAM TEAM
2008

McCAIN & GIULIANI

JOHN ★ RUDY

DUNCAN HUNTER

FOR PRESIDENT

Take One Every Day for Four Years

In response to the current and heated issue of healthcare, supporters of John Edwards's **2008** campaign created this button as a clever prescription "For a healthier America." The image is derived from his platform for improving healthcare. Only **25** of these buttons were made.

Tough On Stains

As part of John McCain's current **2008** campaign, this illustration embraces McCain's balding head, turning him into the beloved Mr. Clean. Only **50** of these buttons were made.

Passing the Symbolic Ball

Here, W. is passing the football to his younger brother, Jeb. Both Bush siblings bear the colors of Phillips Andover, their alma mater. The "A" stamped across George Senior also represents Andover. "Non sibi" (not for self) is the school's motto. Leaving nothing in the design open to misinterpretation, the "**43**" makes it clear that it's W., the **43rd** President, passing the ball. Though highly unlikely, this button proposes another Bush son – Jeb – as the candidate to "run the ball" and follow his brother into office.
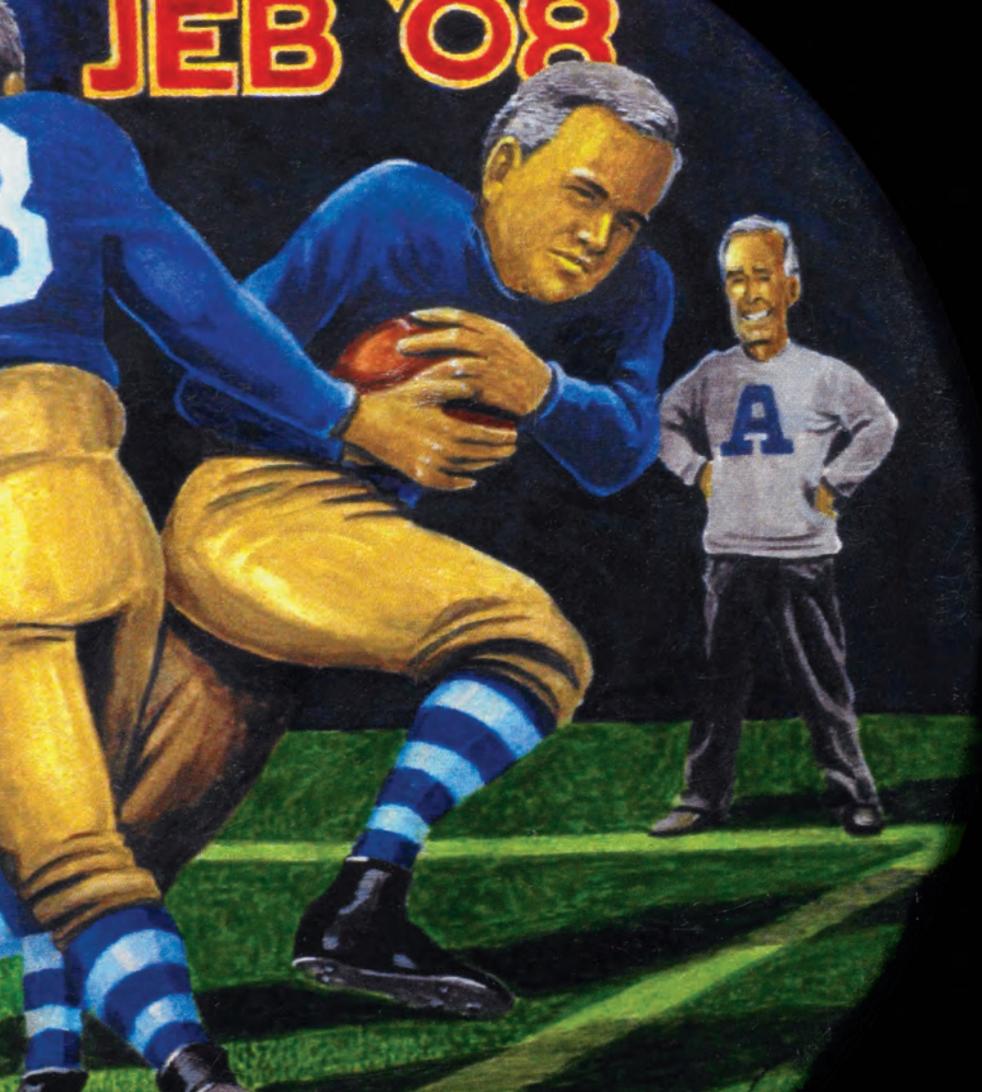
Wonder Woman

Giving candidates superhero status is a used-and-abused concept for political campaign buttons. Here, Hillary's face is superimposed on the familiar figure of Wonder Woman.

WONDER WOMAN
HILLARY CLINTON
FOR PRESIDENT
2008

We're Off to See the White House

Hillary's dream to return to the White House in **2008** as President is played out in living Technicolor. Hillary may want to follow the yellow brick road, but judging by the button's satiric tone, Dorothy's day job is safe.

Dream Team

Yet another example of pre-election prognostication. Here, Obama and Clinton are the hopeful ticket with Barak as President and Hillary as his running mate.

To the Nation's Rescue

Obama and Hillary pose heroically as Superman and Lois Lane. Once again, the hope is that this button will inspire these candidates to join forces on the **2008** Democratic ticket.

Earl for Prez

In the **2004** election, Earl F. Dodge was once again the Prohibition Party's nominee for President. The irreverent tone of the writing accurately conveys the sentiment of certain button collectors who were fed up with the Democratic and Republican candidates.

TO HELL WITH
GEORGE BUSH
JOHN KERRY
& RALPH NADER...
I'M VOTING FOR
EARL
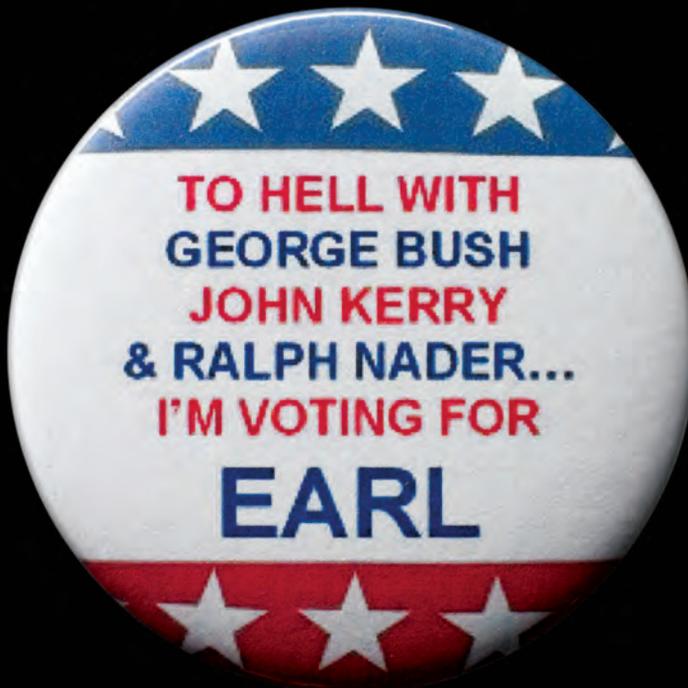
A Special Thanks

All of the buttons showcased in the book come from the collection of Earl Dodge. An avid political button collector for over **40** years, Earl also has the distinction of being the Prohibition Party's Presidential candidate in the last six elections. To find out more information about any of these buttons or others in his vast collection, feel free to contact Earl at earldodge@dodgeoffice.net. His website is www.buttonsbydodge.com. And yes, they are all available for purchase.

If you're thinking of becoming a serious collector, The American Political Items Collectors is an association of people who collect political buttons and other campaign memorabilia. More information can be found on their website, www.apic.us.

Production Notes

Cover: Printed on McCoy Gloss Cover **100lb/270gsm**. Outside: **4**-color process, match blue, match red, enriched black, spot dull (strike through) varnish plus overall gloss aqueous. Inside: **4**-color process plus overall satin aqueous.

Interior: Printed on McCoy Silk Text **100lb/148gsm**. **4**-color process, match blue, enriched black plus overall satin aqueous.

Design: VSA Partners, Inc.

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