VOTE

CAMPAIGN CHOICES, PRESIDENTIAL VOICES

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IL PRESIDENTE WILSON

THE NATIONAL ITALIAN DEMOCRATIC LEAGUE, Inc.

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AND
FRELINGHUYSEN

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GRANT

CLINTON

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atwater kent museum
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Since the beginning of this country's

democratic history, Philadelphia has played a central role. In 1774 at Carpenters' Hall, Philadelphia hosted the First Continental Congress, America's first political convention. The Declaration of Independence was written in the Graff House at Seventh and Market Streets in 1776. Philadelphia was home to the Constitutional Convention at Independence Hall in 1787. The city has hosted ten national nominating conventions, second only to Chicago, including the first Native American (American Republican) national convention in 1845 at the Assembly Building and the first Republican national convention in 1856 at the Musical Fund Hall. What other American city could be more perfect for looking at over 200 years of presidential campaigns and elections? Philadelphia's Atwater Kent Museum is honored to showcase the city's presidential history in *Vote! Campaign Choices, Presidential Voices.*

In 1948 Philadelphia hosted all three major political party's national nominating conventions: Democrats, Progressives, & Republicans—the only American city to have achieved this distinction. The thirty-seventh Republican National Convention in 2000, the sixth Republican national nominating convention in Philadelphia, was held in a city awash in red, white and blue. Even the Benjamin Franklin bridge was newly bedecked with patriotic lighting to commemorate the convention. The fervor was reminiscent of George Washington's triumphant inaugural procession that passed through the City of Brotherly Love decorated with garlands and flags in 1789. Historically, Philadelphia companies, such as J.E. Shaw and the Philadelphia Badge Co., manufactured millions of political campaign items. Philadelphia has truly been at the heart of this country's political process.

Since George Washington, presidential candidates' images and slogans have appeared on plates and cups, on toys and pipes, on dresses and ties, and on as diverse a range of material as you can imagine. Campaign materials were tools to communicate messages and popularize names. Over time, although the slogans and images changed little the material itself revolutionized with technology. Campaigns, themselves, evolved along with our main methods of transportation and communication. Most importantly, if we look carefully, the materials and messages remind us that:

✔ we are lucky to have the opportunity to choose among many voices,

✔ the responsibility for election choices is squarely in our hands, and

✔ we should think twice before not exercising our Constitutional right to vote.

On front cover:
Henry Clay/Frederick Frelinghuysen flag banner, 1844, cotton, 25"x33". Collection of the Historical Society of Pennsylvania (R-4-17).

Ulysses S. Grant toy train engine, 1870, lithographed tin, 5"x2". Private collection.

Theodore Roosevelt smiling teeth kazoo, 1904, lithographed tin, 2"x4". Private collection.

Warren G. Harding "Laddie boy" toy dog, 1920, lithographed tin, 8". Private collection.

On rear cover:
Woodrow Wilson "Vi Invitiamo a Votare per Il Presidente Wilson" handbill, 1918, cardboard, 11"x14". Private collection.

Stangl Pottery pitcher and mug set (depicting all Democratic candidates: Newton Baker, James Farley, John Garner, William McAdoo, Albert Ritchie, Franklin D. Roosevelt, Al Smith), 1932, glazed ceramic. Private collection.

William J. Clinton playing saxophone on donkey bank, 1993, cast metal, 6". Private collection.

This page:
"Freedom to the American Republicans" flag banner, 1844, silk, 28"x24". Collection of the Historical Society of Pennsylvania (R-4-22).

George Washington child's cup (English import), c. 1804, creamware, 2.5". Private collection.

James Monroe child's cup (English import), c. 1820, creamware, 2.5". Private collection.

(background) Benjamin Harrison/Levi Morton admission ticket to political rally at the Academy of Music (Philadelphia), 1888, paper, 2.5"x5". Atwater Kent Museum collection (59.18.5).
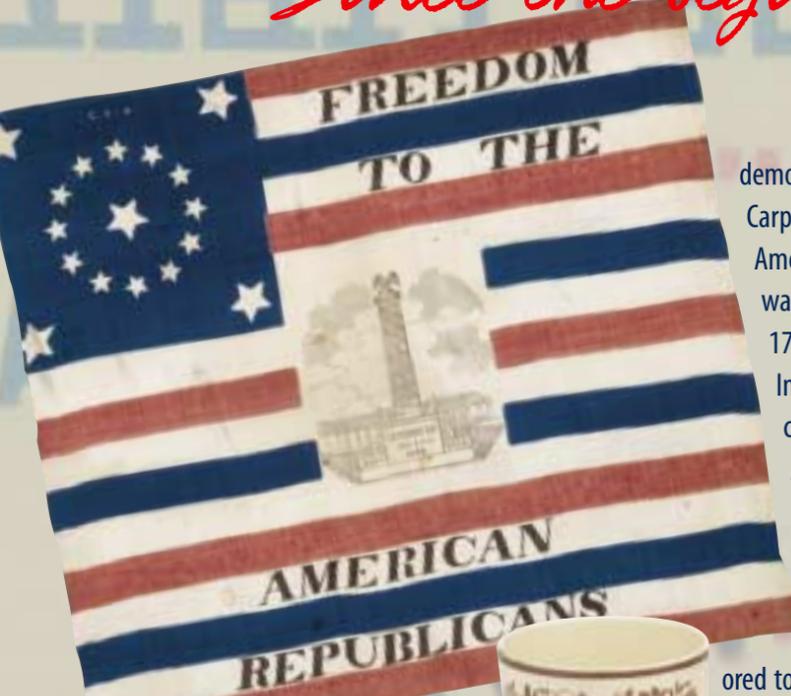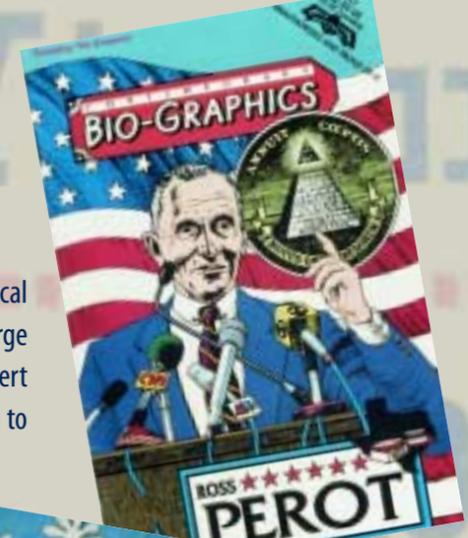
Vote! Campaign Choices, Presidential Voices showcases an example of political memorabilia from every US president and major presidential candidate since George Washington in 1789. In this century, whether you or your parents voted for Robert LaFollette, Wendell Willkie, Shirley Chisolm or Ronald Reagan, *Vote!* has something to represent your voice. Approximately 600 different pieces of campaign memorabilia present the wide array of items and the broad swath of candidates as well as highlight Philadelphia's proud role in American presidential campaigns. The following pages offer a delectable sampling of the objects offered in the *Vote!* exhibit.

Without preserving unique objects, a glimpse into our collective past that accentuates the passions Americans have held historically for their political system may be lost forever. *Vote! Campaign Choices, Presidential Voices* hopes to excite individuals about presidential politics and encourage participation. For example, several handmade nineteenth-century presidential campaign items in *Vote!* have never been publicly displayed since their original presidential campaigns. The 1848 Cass/Butler flag banner and the 1864 "Boys in Blue Want Abe to Stay" canvas banner are stellar examples of the tangible fabric of history that the Atwater Kent Museum saves for today's visitors and tomorrow's historians. Although some of these flag banners are machine-produced, many feature hand-sewn modifications that illustrate participation on an individual level which is typically lacking with modern mass-produced memorabilia.

Atwater Kent Museum, Philadelphia's history museum, preserves, exhibits and educates the public on the history of the city of Philadelphia. The Museum is especially grateful to Robin & Julie Powell, Drew H. Hecht and Isador Kranzel for their significant contributions and guidance in the creation of *Vote! Campaign Choices, Presidential Voices.* Without their assistance, this exhibit would not have been possible.

The Museum also acknowledges the generous support of The William Penn Foundation and Fox, Rothschild, O'Brien & Frankel, and the assistance of the Historical Society of Pennsylvania, the Conservation Center for Art & Historical Artifacts, the Philadelphia Museum of Art, and historian R. Craig Sautter. Technical assistance for the exhibit was provided by WHYY–TV12.

David M. Egner, *Exhibitions Director*
Atwater Kent Museum

Ross Perot comic book, 1992, paper, 6.5"x10". Private collection.

Cass/Butler/Longstreth/Painter/Dock banner with florets, 1848, cotton, 24"x50". The blue-and-white banner adorned with stars or flowers supports a Pennsylvanian Democratic ticket. Typical of many nineteenth-century political celebrations, this handmade banner may have been displayed from a balcony or flagpole. In 1848 Lewis Cass (Michigan) ran for president with William Butler (Kentucky) as his running mate while Longstreth, Painter and Dock were Democratic candidates for state and local offices. After losing his bid for City Canal Commissioner in 1847, Morris Longstreth ran unsuccessfully for Governor of Pennsylvania in 1848. The same year Israel Painter ran for City Canal Commissioner, but was also defeated. (Dock's bid for political office is undetermined.) Atwater Kent Museum collection (41.8.1).

Margaret Chase Smith button, 1964, celluloid pinback, 1.75". Private collection.

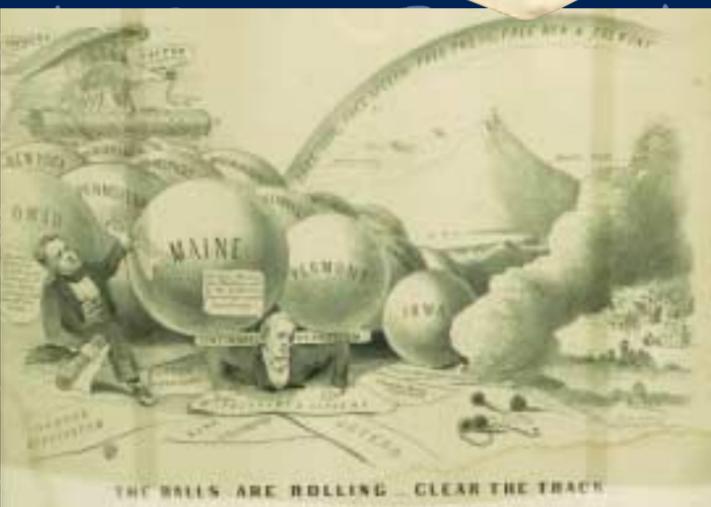Shirley Chisolm button, 1972, celluloid pinback, 1.25". Private collection.

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Campaigning for president

of the United States is not a twentieth-century phenomenon. Since George Washington left office in 1796 candidates have lobbied behind closed doors and atop stumps and soap boxes for their chance to lead this country. The first few presidents were largely selected among former leaders of the American Revolution. Many called themselves Federalists, but no clear political parties existed. However, parties and campaigns unfolded as political factions delineated and as the franchise was gradually extended. Campaign paraphernalia in the modern sense were not manufactured during the tenures of the first six presidents. For example, tokens and medallions commemorating George Washington's inauguration in 1789 through John Quincy Adams' presidency posed as the nation's first political buttons, but were not true campaign buttons. American voters would wait until at least 1828 to exhibit their support on their sleeve or lapel during a full-fledged campaign.

Modern-style campaigns originated when the Democratic party formed in 1828 to direct appeals to the general public in support of Andrew Jackson for president. Medalets with Jackson's likeness were among the devices used to transmit images and messages to voters. Prior to Jackson's campaign, most presidents had been selected among former Revolutionary leaders by Congress. Later, Jackson's publicity-driven throwing open the doors of the White House for his inauguration entrenched the role of the common man in the greater US political system.

Amid a carnival atmosphere with William Henry Harrison's campaign in 1840, the Whigs led the charge behind one of the earliest and most popular slogans: Tippecanoe and Tyler, Too! Thurlow Weed, Harrison's campaign manager, creatively spun a Democratic attack that labeled Harrison as a log-cabin-born commoner who contented himself with hard cider and discussing moral philosophy. The Whigs adopted the log cabin and hard cider barrel as symbols for their campaign and affixed the images to English and domestic ceramics, glassware, medallions, a partisan newspaper, sheet music, assorted textiles, silk ribbons and, of course, clothing buttons. These clothing buttons became the first campaign buttons, and were used functionally on garments such as coats and vests as well as sewed to lapels. The Whig party fell apart in 1853, and then Nativists, Northern Whigs opposed to slavery, and Free Soilers founded the Republican party in 1854. The Republicans held their first national convention in Philadelphia in 1856 where they nominated John Frémont, the Pathfinder, as their candidate.

United States Constitutional Voting Rights Changes

Although campaigns were being directed at the people by the mid-nineteenth century, the "people" were narrowly defined as white, property-owning, literate males. Constitutional voting rights restricted the polling booth, whether by fact or by convenience. Pennsylvania disenfranchised its African American citizens in 1836. Finally, in 1870 the 15th amendment gave black males the right to vote (although whites still controlled access to many polling booths). Slowly, Constitutional changes evolved with the broadening of the franchise through the 19th (1920, women), 24th (1964, poll tax), and 26th (1971, 18-year-olds) amendments, which all repealed historical constraints on voting. Ironically, as more people gained the right to vote gradually smaller percentages of voters actually went to the polls. In 1996, voter participation fell below 50% for the first time since 1924. The primary contests in 1996 saw turnouts under 20%. On average, turnout for presidential elections in the last quarter of the twentieth century was about two-thirds of that for the same period in the nineteenth century.

"The Result of the 15th Amendment, and the rise and progress of the African Race in America and its final Accomplishment and Celebration on May 19th A.D. 1870" (Baltimore: Metcalf & Clark), 1870, lithograph, 32"x40". Atwater Kent Museum collection (89.98.149).

Equal Suffrage quilt top (Kentucky), c. 1918, embroidered cotton & linen, 90"x66". Private collection.

Warren G. Harding "America First" banner, 1920, painted canvas, 31"x41". Private collection.

William Henry Harrison log cabin bank, c. 1840, yelloware, 2.75"x4"x5". Private collection.

"The Balls are Rolling—Clear the Track" (James Buchanan) cartoon, 1856, paper, 16"x20". Atwater Kent Museum collection (48.37.1).

William Jennings Bryan cane (Reading, PA), 1900, carved wood, 30". Private collection.

Martin Van Buren cane, c. 1838, carved wood, 33". Private collection.

Photographs on tin (tintypes) in small metal frames joined medalets as ways to convey candidates' likenesses to the voters in 1860; albumin photos followed suit in 1864. Torchlight parades by uniformed marching clubs called "Wide-Awakes" helped Republican Abraham Lincoln (The Rail Splitter) defeat three opponents in 1860 and win re-election during the Civil War in 1864. An oil painting entitled Election Night Bonfire (page 8) depicts a Lincoln or George McClellan parade in Philadelphia and poignantly illustrates the closely-held passions of its citizens. Nominating mostly Civil War generals, the Republicans held "Boys in Blue" parades and "waved the bloody 'kerchief" (recalling Civil War sacrifices) from 1868 through 1892. Republican wins were interrupted only by Grover Cleveland's elections in 1884 and 1892. Cartoons by Thomas Nast and other political satirists in *Judge* and *Puck* magazines had wide impact.

The Democrats felt free coinage of silver would ease economic and social ills, but Republican William McKinley's "gold bugs" defeated William Jennings Bryan's Democratic "silver bugs" in 1896. Celluloid pinback buttons debuted that year and contributed to a record number and variety of campaign items. As Bryan actively campaigned but lost in 1896 and 1900, the notion (called a "front porch" campaign) that candidates not actively seek office ebbed, torchlight parades faded away, and voter turnout declined as spectatorship replaced participation.

Even the charisma of Theodore Roosevelt and his 1912 Bull Moose party could not rally voters in large enough numbers to elect him president. Roosevelt's supporters felt their efforts created a serious first opportunity to assemble a viable third party, but it was not to be.

The Great Depression meant that paper materials formed the chief campaign items in 1932. Franklin D. Roosevelt's election in 1932 ushered in "The New Deal." His popular fireside chats and speeches reinforced radio's position as a major medium for political communication. Roosevelt's three re-elections extended the New Deal through World War II despite Wendell Willkie's campaign issuing a reported 100 million buttons opposing Roosevelt's re-election. When the Republican, Democrat and Progressive party conventions all came to Philadelphia in 1948, a new media began making its impact by televising the proceedings live: a TV

first. Democrat Harry Truman's whistle-stop campaign and plain-speaking manner helped upset the pollsters in 1948 with his surprising election victory over Republican Thomas Dewey. Even though television would slowly grab the focus of campaigns, traditional means such as buttons and slogans, including the renowned "I Like Ike," continued to be relied upon as Republican Dwight D. Eisenhower won in both 1952 and 1956.

In the 1960s scientific public opinion polls, jet travel, and television took center stage. One hundred million Americans watched the televised debates between Democrat John F. Kennedy and Republican Richard M. Nixon. (Compared to a few thousand who may have watched the conventions in 1948.) Effective use of television appeared to be a factor in Kennedy's narrow win in 1960 and in all subsequent twentieth-century contests.

Despite predictions and reports of its demise, however, the political button survived for some voters to communicate how they felt. Ronald Reagan's campaigns in 1980 and 1984 marked new heights in blending media, polling, and marketing expertise, yet rich arrays of three-dimensional and other campaign objects have remained conspicuous. Voter turnout, on the other hand, continued to decline. It will be interesting to discover if the internet will encourage or deter participation as voters are inundated with images, slogans and factoids.

Throughout the history of American presidential politics and memorabilia, Philadelphia has played a key role whether as host to conventions or home to memorabilia manufacturing. As part of the trappings of a democratic society, the items generated by these campaigns remind us how popular elections are central to democracy. The objects bring to mind a time when more Americans participated in the process—by sewing flags, by stenciling signs, by carving canes and, most importantly, by the act of voting. Although highly diverse, the artifacts convey but one message: if we value freedom, we should join the campaigns and go to the polls to help decide who will lead us and in what direction our society will head.

(background) Theodore Roosevelt/Hiram Johnson "Bull Moose" flag, 1912, cotton, 23"x15". Collection of the Historical Society of Pennsylvania (R-4-15).

Ulysses S. Grant/Schuyler Colfax flag banner, 1868, silk, 24"x35". Atwater Kent Museum collection (77.2776.2).

Match safes: William McKinley, 1896; Ulysses S. Grant, c. 1870; Grover Cleveland, c. 1888; Benjamin Harrison, c. 1888, metal, 3"x2"x.75". Private collection.

John F. Kennedy salt & pepper shaker, 1960, porcelain, 4"x2"x2". Private collection.

Ike (Dwight D. Eisenhower) dress with pin, belt & hankie, 1952, cotton, 42"x32". Private collection.

Adlai Stevenson ladies' compact, 1952, metal/glass/enamel, 3.5". Private collection.

Dwight D. Eisenhower ladies' compact, 1952, metal/glass/enamel, 3.5". Private collection.

Ronald Reagan teapot & cup, 1985, porcelain, 12". Private collection.

A WHIG SONG—FOR THE LOCO-FOCO PRESS

VOTING DAY.

TUNE—WASHING DAY.

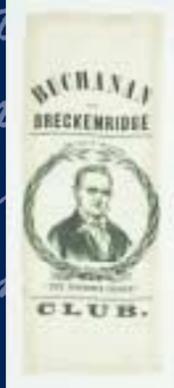

Ribbons, left to right:

Whig Party song ribbon, 1840, silk, 9"x3". Collection of the Historical Society of Pennsylvania (1000.1892).

Millard Fillmore/James Donelson ribbon, 1856, silk, 7"x3". Private collection.

James Buchanan (Sage of Wheatland) ribbon, 1856, silk, 9"x3.5". Collection of the Historical Society of Pennsylvania (1935.78.1-3).

Henry Clay ribbons, 1844, silk, 8"x3". Collection of the Historical Society of Pennsylvania (1989.21) (1916.12).

William Henry Harrison "West Bradford" ribbon, 1840, silk, 8"x3". Collection of the Historical Society of Pennsylvania (1000.1888.4).

JAMES K. POLK

(left) James K. Polk pewter-rim medallion, 1844, glass/paper/pewter, 2.5"(D). Private collection.

(below) Andrew Jackson pewter-rim medallion, c. 1828, glass/paper/pewter, 2.5"(D). Private collection.

FILLMORE
DONELSON
BUCHANAN
BRECKENRIDGE
CLUB.
TARIFF
CLAY

Zachary Taylor lithophane, c. 1848, porcelain/cast metal, 8"x18.5". Private collection.

Winfield Scott lithophane, c. 1852, porcelain/forged metal, 6"x12". Private collection.

JOHN Q. ADAMS

(right) John Quincy Adams sewing box, c. 1828, gutta percha, 5.5"x3.5"x2". Private collection.

(above) Andrew Jackson ceramic pitcher (English import), c. 1828, lusterware, 5"(H). Private collection.

(right) William Henry Harrison ceramic pitcher (English import), 1840, lusterware, 5.5"(H). Private collection.

My Old coat was a very fashionable Federal coat when it was new, but by patching and turning I have made it quite a Democratic Garment_ That Cuba patch to be sure is rather unsightly but it suits Southern fashions at this season, and then_ (If I am elected,) let me see, $25 000 pr annum, and no rent to pay, and no Women and Babies about, I guess I can afford a new outfit.
A SERVICEABLE GARMENT_
OR REVERIE OF A BACHELOR.

(background) "A Serviceable Garment" (James Buchanan) cartoon, 1856, paper, 14"x8". Private collection.

(below) William Henry Harrison election ticket, 1836, paper, 5.5"x3.25". Private collection.

PRESIDENTIAL ELECTION.

THE PEOPLE'S TICKET.

WILLIAM HENRY HARRISON.

FRANCIS GRANGER.

(above, left) Abraham Lincoln ribbon, c.1860, paper, 9"x3". Collection of the Historical Society of Pennsylvania (1000.658.22).

(below, right) Abraham Lincoln Citizen's Committee reception ribbon, c. 1860, silk, 8.5"x2.75". Collection of the Historical Society of Pennsylvania (1000.658.27).

Ferrotypes (from top): Abraham Lincoln, 1860; George McClellan, 1864; Stephen Douglas, 1860; John Bell, 1860; John C. Breckinridge, 1860, brass shell, 1"(D). Private collection.

(above, right) "Election Night Bonfire" by G. Anton Uhle, 1864, oil on canvas, 24"x28". Torchlight parades in support of a presidential candidate (such as the one depicted here) occurred in the fall of 1864 on the streets of Philadelphia. The first procession, for Republicans Abraham Lincoln and Andrew Johnson, took place on September 24, and ended with a fireworks display at Independence Square. The second procession, for Democrat George B. McClellan, happened on October 29. The march was noted as the "largest torchlight procession ever seen in the city" and that the "number of men was unknown, but it is said [the parade] was six to seven miles long." Atwater Kent Museum collection (43.7.1).

(right) Abraham Lincoln "Boys in Blue Want Abe to Stay" banner, 1864, oil cloth, 24"x30". Atwater Kent Museum collection (56.33.1).

(facing page, lower left) "Philadelphia—Broad Street, in the Vicinity of the Academy of Music, During the Session of the National Republican Convention, June 5, 1872" (artist, Theodore R. Davis, 1872/06/15, Harpers magazine, p. 476), paper, 9"x14". Atwater Kent Museum collection (77.338.2).

(facing page, top) Convention Hall (Philadelphia) print, 1900, paper, 14"x28". Atwater Kent Museum collection (43.35.107).

(facing page, right) Republican National Convention ticket, 1900, paper, 2.5"x4.5". Private collection.

The 1872 National Union Republican Convention

Republicans gathered at the Academy of Music on South Broad Street from June 5-6, 1872, to renominate president Ulysses S. Grant (Illinois) for a second term. Grant, a Civil War hero, was joined on the ticket by U.S. Senator Henry Wilson (Massachusetts). The National Union Republican party was committed to enforcement of the 13th, 14th, and 15th Amendments that gave rights to former slaves and to repayment of the national debt incurred during the war. Grant defeated Liberal Republican/Democrat Horace Greeley (New York) in November.

The Twelfth Republican National Convention

The now powerful Republican party convened in Exposition Auditorium at Thirty-fourth below Spruce Street on June 19-21, 1900, to renominate president William McKinley (Ohio). New York Governor Theodore Roosevelt was nominated for the vice presidency. The United States had just defeated Spain in a war to liberate Cuba and Puerto Rico and was still engaged in combat against Philippine rebels. Republicans promised that their policy of "Protection" would continue unprecedented prosperity for the United States into the Twentieth Century. In November, McKinley defeated Democrat William Jennings Bryan in a rematch of the 1896 contest.

I intend to fight it out on this line if it takes all summer. —ULYSSES S. GRANT, 1872

The Thirty-Seventh Democratic National Convention

The first national Democratic convention held in Philadelphia convened from June 23-27, 1936, in the Municipal Auditorium at Thirty-Fourth Street to unanimously renominate president Franklin Delano Roosevelt (New York) and vice president John Nance Garner (Texas). The 1,100 delegates from 48 states ratified the successes of the "New Deal" and warned against return of the Republican "Old Deal." President Roosevelt accepted his nomination before nearly 100,000 enthusiasts at nearby Franklin Field. Roosevelt defeated Kansas Governor Alfred Landon in November.

Democratic National Convention tickets to Franklin Field (Philadelphia), 1936, paper, 2.5"x6". Atwater Kent Museum and private collections.

Democratic National Convention souvenir button with donkey, 1936, metal/celluloid, 1"x3". Private collection.

Democratic National Convention Franklin Roosevelt button, 1936, metal, 1.75". Private collection.

The Twenty-Second Republican National Convention

Heralded by an open-air rally at Independence Hall followed by a Mummers' parade, 1,000 Republican delegates gathered from June 24-28, 1940, in Convention Hall at Thirty Fourth Street just days after Nazi troops conquered France and other European countries. Federal Prosecutor Thomas E. Dewey (New York) was the odds-on-favorite before the convention, but in a surprise victory, Wendell L. Willkie (New York) who had little campaign organization or funds, but tens of thousands of volunteers, won the nomination on the sixth ballot. He was the only "Internationalist" among the candidates. The Republican platform promised to keep out of the European war unless the United States was attacked. Roosevelt narrowly defeated Willkie in November.

Republican National Convention postal cover, 1940, paper, 3.5"x6". Private collection.
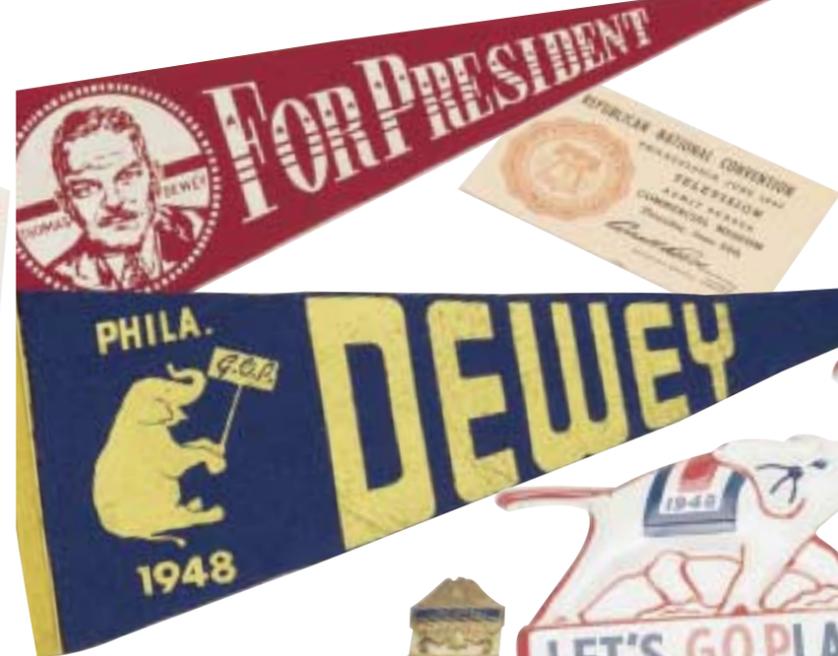
Republican National Convention ticket, 1940, paper, 2.5"x7". Private collection.

Republican National Convention ticket envelope (stamped "Philadelphia Convention"), 1940, paper, 2.5"x7". Private collection.

Republican National Convention button with ribbon & elephant, 1940, metal/celluloid, 1"x3.5". Private collection.

The Twenty-Fourth Republican National Convention

From June 21-25, 1948, Republicans met in Convention Hall to nominate New York Governor Thomas E. Dewey for president and California Governor Earl Warren for vice president. The party called for passage of the Taft-Hartley labor reforms that limited powers of labor unions, civil rights reforms, a crack-down on alleged communists in the U.S. government, support of the United Nations. and resistance to Soviet "aggression" in Europe.

(above)Thomas E. Dewey and Republican National Convention pennants, 1948, felt, 12"x30". Atwater Kent Museum and private collections.

(above, right) Thomas E. Dewey hat, 1948, cloth/wire, 24". Private collection.

Republican "Let's GO Places" license plate attachment, 1948, lithographed tin, 5"x6". Atwater Kent Museum collection (53.27.7).

Republican National Convention delegate badge, 1948, brass/ribbon, 4.5"x1.25". Private collection.

Republican National Convention "Commercial Museum" (orange) ticket, 1948, paper, 2.5"x4.5". Private collection.

Democratic National Convention "Guest" ticket, 1948, paper, 2.5"x4". Private collection.

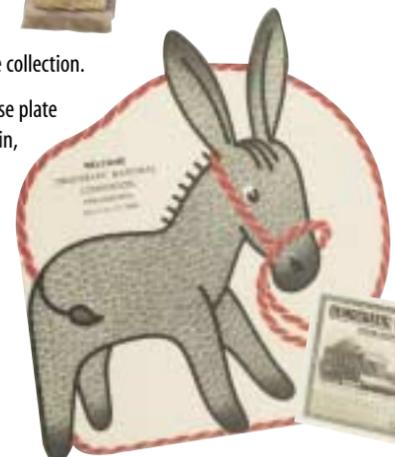Wanamaker department store commemorative menu, 1948, paper, 7"x5". Private collection.

The Thirtieth Democratic National Convention

Two weeks after the Republicans left town, Democrats filed into Convention Hall from July 12- 15, 1948, to nominate president Harry S Truman, who had succeeded president Roosevelt when he died in office. The party nominated U.S. Senator Alben Barkley (Kentucky) for vice president. Truman badly trailed Dewey in all the national polls and the convention atmosphere was dreary. But in his acceptance speech, Truman defended his Marshall and Truman Plans and recalled the 80th Republican Congress back into special session and dared them to enact their platform, which they failed to do. In November, Truman pulled an upset victory over Dewey.

The 1948 Progressive Party Convention

A week after the Republicans left town, the new Progressive party gathered in the same hall that held the other two parties to nominate Roosevelt's former vice president, Henry A. Wallace (Iowa) for president, and U.S. Senator Glen Taylor (Idaho) for vice president. Wallace and Taylor broke with Truman over the Cold War. They called for "Peace" with the Soviet Union, "Freedom" for African-American citizens, and "Prosperity" for all Americans instead of wasting millions of dollars for another war. Since Wallace's policies were called "soft on Russia" and he was endorsed by the Communist Party, Wallace was attacked as a communist and drew only two percent in the general election.

New (Progressive) Party "Daily News" convention credential, 1948, celluloid pinback, 2". Private collection.

New (Progressive) Party convention ticket, 1948, paper, 2"x4.5". Private collection.

Henry A. Wallace button, 1948, celluloid pinback, 2.125". Atwater Kent Museum collection (60.18.5).

HISTORY OF CAMPAIGN BUTTONS

Supporters of the early presidents commemorated inaugurations through a variety of products, including tokens and medallions. Campaign buttons, however, were not produced because campaigns—as we know them—did not exist.

With William Henry Harrison's campaign in 1840, the Whigs introduced medalets, clothing buttons and other campaign items into mainstream politics. After condemning the Whigs' "factitious symbols," the Democrats hesitated using similar items. In 1860 pins bearing photographs (tintypes) appeared. Not until Grover Cleveland's presidential campaign in 1884 did Democrats produce a similar variety and number of campaign items. And not until 1896 when celluloid-covered pinback buttons appeared did both major parties exceed the number of buttons, pins and other memorabilia that the Whigs churned out in 1840.

Campaign buttons helped generate enduring symbols, such as the log cabin in 1840, the split rail in 1860, the red kerchief in 1888 and the peanut in 1976. In 1920 inexpensive lithographed tin pinback buttons added numbers but reduced both color and quality. In 1952 "flasher" (flicker)-type buttons were invented. By 1984 buttons even played tunes and featured flashing lights. Then, in 1996 computer-generated, printed-while-you-wait buttons arrived at campaign stops everywhere.

Button evolution has reflected technical advances and changing demands. In the 1960s television caused the popularity of buttons and other traditional campaign objects to plummet nationally. Even though the political button's demise was widely predicted, local and state entities such as political action committees and entrepreneurial vendors, picked up the slack and gave new life to many traditional campaign items.

George Washington inaugural clothing button, c. 1789, brass, 1.5". Private collection.

John Quincy Adams token, 1828, silver, 1.75". Private collection.

William Henry Harrison clothing buttons, 1840, brass, 1". Private collection.

William Harding/Calvin Coolidge/Boies Penrose button, 1920, celluloid pinback, 1.75". Private collection.

James Cox/Franklin Roosevelt button, 1920, celluloid pinback, 1". Private collection.

Herbert Hoover/Charles Curtis "Statue of Liberty" jugate, 1928, celluloid pinback, 1.25". Private collection.

Theodore Roosevelt "Teddy Bear" clothing button, 1906, brass, .875". Private collection.

William H. Taft "Billy Possum" clothing button, 1912, brass, .875". Private collection.

Alf Landon sunflower button, 1936, celluloid pinback, 2". Private collection.

William Jennings Bryan "Our Standard Bearer: Our Nation's Commoner" button, 1900, celluloid pinback, 1.675"x2.375". Private collection.

Anti-William McKinley "Do You Smoke? That's What McKinley Promised" button, 1900, celluloid pinback, 2.125". Private collection.

William H. Taft "sitting Miss Liberty" jugate button, 1908, celluloid pinback, 1.75"x3". Private collection.

Republican Golden Jubilee "The Standard Bearers" badge with ribbon, 1906, silk/gilt metal/enamel, 1.75"x5". Collection of the Historical Society of Pennsylvania (1000.1345.5).

Walter Mondale/Geraldine Ferraro button, 1984, celluloid pinback, 6". Private collection.

Ronald Reagan/George Bush button, 1984, celluloid pinback, 6". Private collection.

Richard Nixon "Nixon's the One" glasses (folding), 1972, paper, 3"x8.5". Private collection.

Jimmy Carter peanut radio with box, 1976, plastic/metal, 9"x3"x3". Private collection.

Hubert H. Humphrey pillow, 1968, cloth/foam, 14"x3". Private collection.

William J. Clinton "Big Bill" fishing lure, 1992, plastic/paper/metal, 2.75"x8"x1". Private collection.

William J. Clinton Ertl panel truck, 1992, metal, 6.75"x3"x2". Private collection.

George H.W. Bush Ertl panel truck, 1992, metal, 6.75"x3"x2". Private collection.