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# Buttons bolster campaigns

## American tradition thrives

Buttons have been an essential part of political campaigns since before the time of Honest Abe. And there have been almost as many different types of campaign buttons as campaigners.

Moving clockwise from right: Some buttons tout not the candidate but the candidate's family. Betty Ford was one of the most active and popular First Ladies of the 20th century, and as such merited her own endorsement in 1976.

Alf Landon's supporters wore the sunflower of Kansas, his native state, during his ill-fated 1936 attempt to unseat Franklin D. Roosevelt.

In some cases, a picture was worth a thousand (or at least a few) words, as with a 1904 button promoting Teddy Roosevelt's bid for re-election.

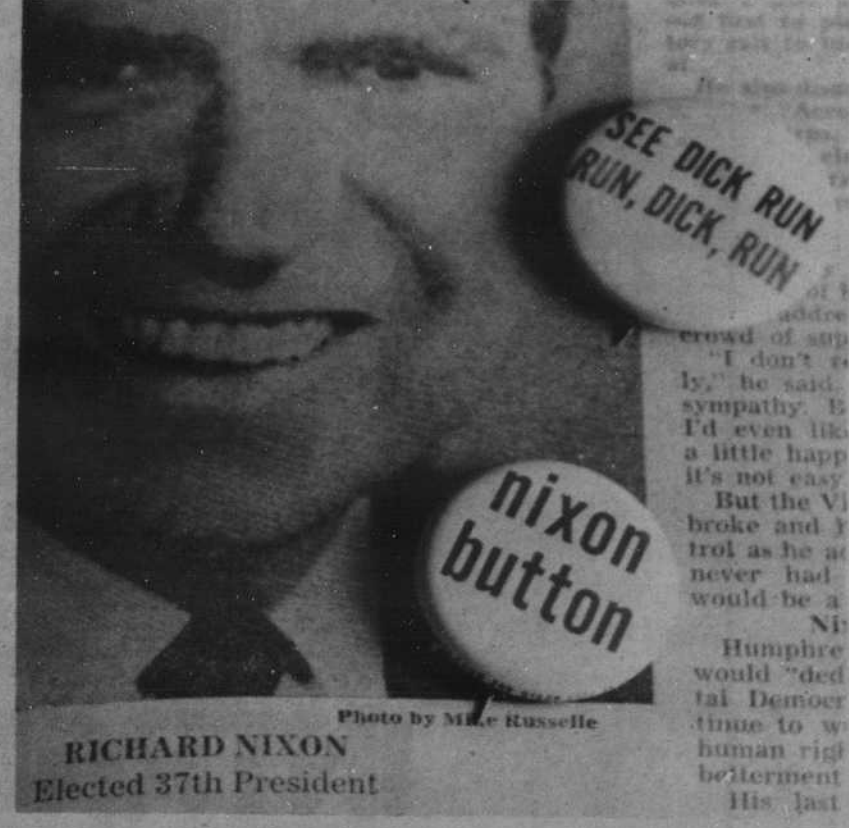
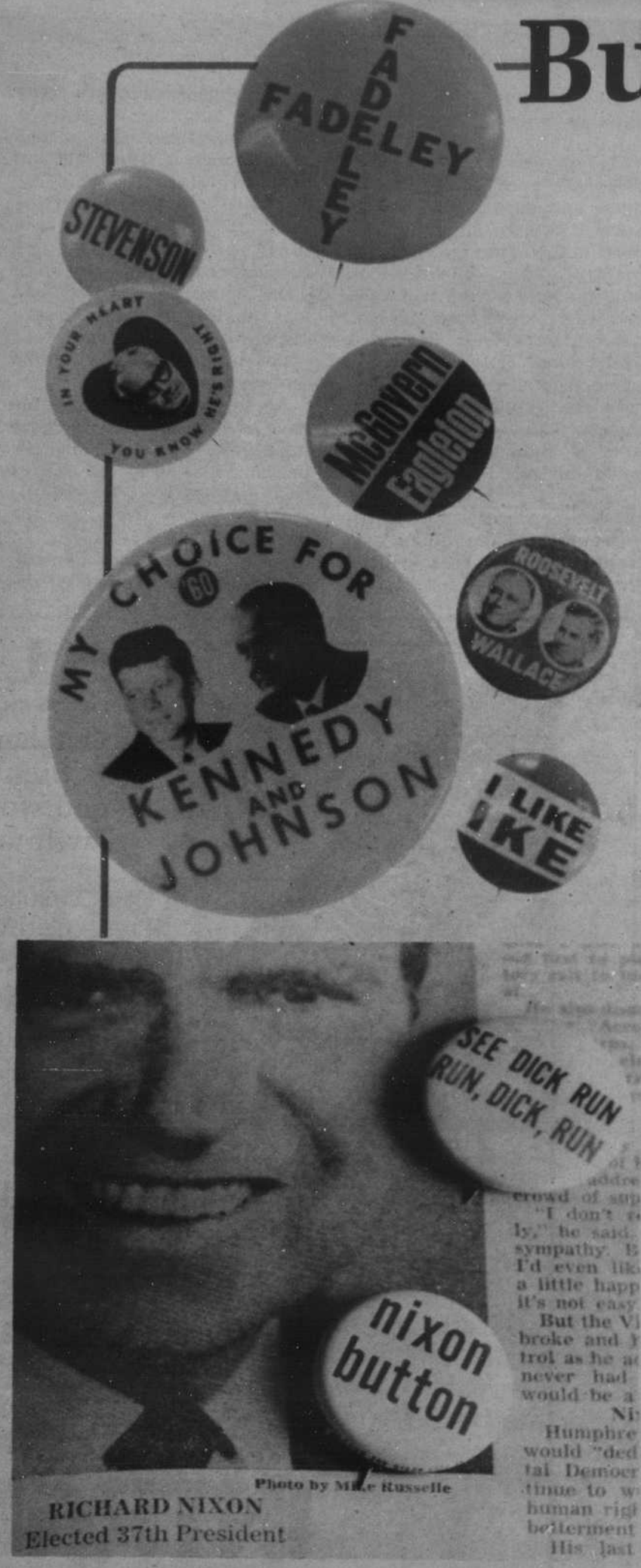
At least no one could accuse Richard Nixon's supporters of a lack of creativity. It would seem that the 1968 Nixonites were making a bid for the youth vote, while foreshadowing the popularity of generics.

Jugates, or buttons bearing the pictures of both candidates on a ticket, added a showy touch to campaigns. But some candidates were content to put just their name before the voters, prompting the late Register-Guard columnist Bob Frazier to wonder if they intended to lose the election and use the same button four years down the road.

Slogans are always popular. "I Like Ike" is as much a part of 1950s Americana as tailfins, D.A. haircuts and Elvis Presley records. Sometimes, slogans inspire counter-slogans. Goldwater detractors came up with a rebuttal: "In your guts you know he's nuts."

A button can even become a collector's item before Election Day. Within a week after Tom Eagleton left the 1972 Democratic ticket, buttons bearing his name in tandem with presidential candidate George McGovern were selling for nearly \$100!

By Mike Sims  
Photos by Michael Clapp



**Democrats Sweep Nation: Presidential Campaign**

For Landon; Election Conceded

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