

# Guide to Political campaigns button collection C0338

Political campaigns button collection

circa 1956 - 1992



## Title Statement

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**Subtitle:** Political campaigns button collection

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## Profile Description

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## Descriptive Summary

**Unit ID**

C0338

**Unit ID**

/repositories/2/resources/663

**Unit Date**

circa 1956 - 1992

**Language**

English .

**Abstract**

114 buttons and one scarf made to advertise American political campaigns, created from circa 1956 - 1992.

**source**

Spencer, Lynn

**Extent**

0.25 Linear Feet 114 buttons, one scarf; 115 items total

**Physical Location**

R 72, C 4, S 1

**Repository**

George Mason University. Libraries. Special Collections Research Center

## Administrative Information

**Access Restrictions**

There are no access restrictions.

**Use Restrictions**

The copyright and related rights status of this collection have not been evaluated (See <http://rightsstatements.org/vocab/CNE/1.0/>)

**Acquisition Information**

Donated by Lynn Spencer in November 2019.

**Processing Information**

Processing and finding aid completed by Amanda Menjivar in March 2023.

**Preferred Citation**

Political campaigns button collection, C0338, Special Collections Research Center, George Mason University Libraries.

## Historical Information

Political buttons have been used in the United States since Abraham Lincoln's presidential campaign in 1860. The mass produced election campaign buttons we know today were first created in 1896 for the presidential race between William McKinley and William Jennings Bryan. That very year a patent for a pin-back/celluloid front button design allowed for the mass production. Political buttons, whether to support a political candidate, cause, or party, are still used today.

## Scope and Content

- Stevenson-Kefauver presidential campaign (1956)
- Kennedy-Johnson presidential campaign (1960)
- Nixon-Lodge presidential campaign (1960)
- Goldwater-Miller presidential campaign (1964)
- McGovern-Shriver presidential campaign (1972)
- Clinton-Gore presidential campaign (1992)

## Related Materials

The Special Collections Research Center holds other collections that contain political buttons, including the [American Political Items Collectors collection](#) and the [League of Women Voters of the Fairfax Area records](#). [Harvard University](#), [Stony Brook University](#), [Vanderbilt University](#), [University of South Carolina](#), and [Yale University](#) all hold political buttons collections.

## Keywords

Memorabilia

Political campaigns -- United States

Presidents -- Election

United States -- Politics and government

Spencer, Lynn

## Bibliography

King, Elizabeth. "The Long Story Behind Presidential Campaign Buttons and Pins[.]" Time Magazine, May 17, 2016. <https://time.com/4336931/campaign-buttons-history/>.

Moenster, Kathleen. "Political Campaign Buttons[.]" National Park Service, February 8, 2019. <https://www.nps.gov/jeff/blogs/political-campaign->

buttons.htm#:~:text=The%20history%20of%20campaign%20buttons,tintype%20or%20ferrotype%20photo%20process.

## **Physical Characteristics and Technical Requirements**

Most of the buttons were designed with the needle protruding off to the side. Care needed when handling.

## **Arrangement**

This is a single box collection.