

The background of the entire page is a high-resolution, detailed image of the United States flag, showing the stars and stripes in a slightly wavy, draped manner. The stars are white on a blue field, and the stripes are red and white.

# **Presidential Campaign Buttons**

**Munroe Falls Historical Society**

**Munroe Falls, Ohio**

**44262**



Power Point created by  
**Luke Datsko, 2020**  
Boy Scout Eagle Project

A vertical graphic of the American flag, showing the stars and stripes, positioned on the left side of the slide.

# History of Presidential Campaigning

- Presidential candidates look for ways to advertise their name to the public.
- At first badges were distributed and sewn onto garments to support the candidate.
- One of the oldest and most popular ways to get your name in front of the public was by distributing campaign buttons which were worn on garments.

A vertical portion of the United States flag is visible on the left side of the slide, showing the blue field with white stars and the red and white stripes.

# Long Live the President

Campaign “buttons” actually started with George Washington. The new Americans were used to saying “Long Live the King” while still part of England. Instead, metal pins were made declaring “Long Live the President.”

Many of George Washington’s supporters wore his initials on metal pins.



# Long Live the President Button



Washington Button:  
“Pater Patriae” meaning  
Father of His Country



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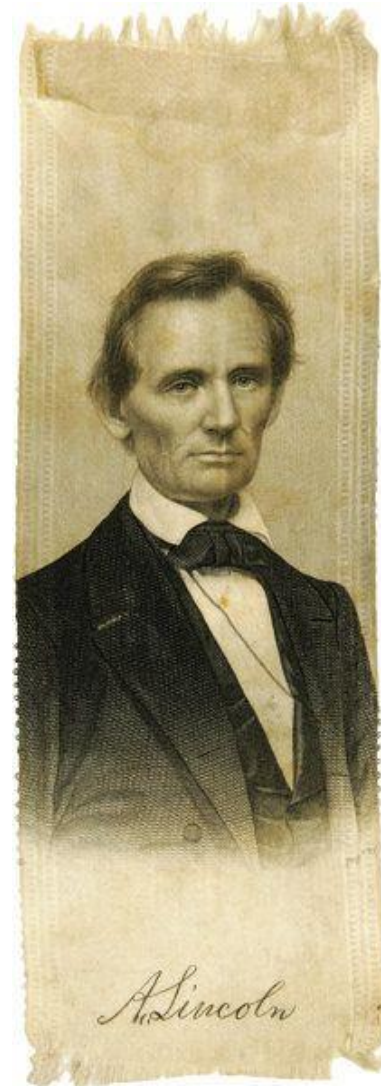
# Adding a Picture

Pins with a ferrotype (a photograph made of tin and dark enamel or lacquer) of Abe Lincoln were the first campaign buttons to use a picture of a presidential candidate.

These pins had Lincoln's image on the front and a locking pin on the back.

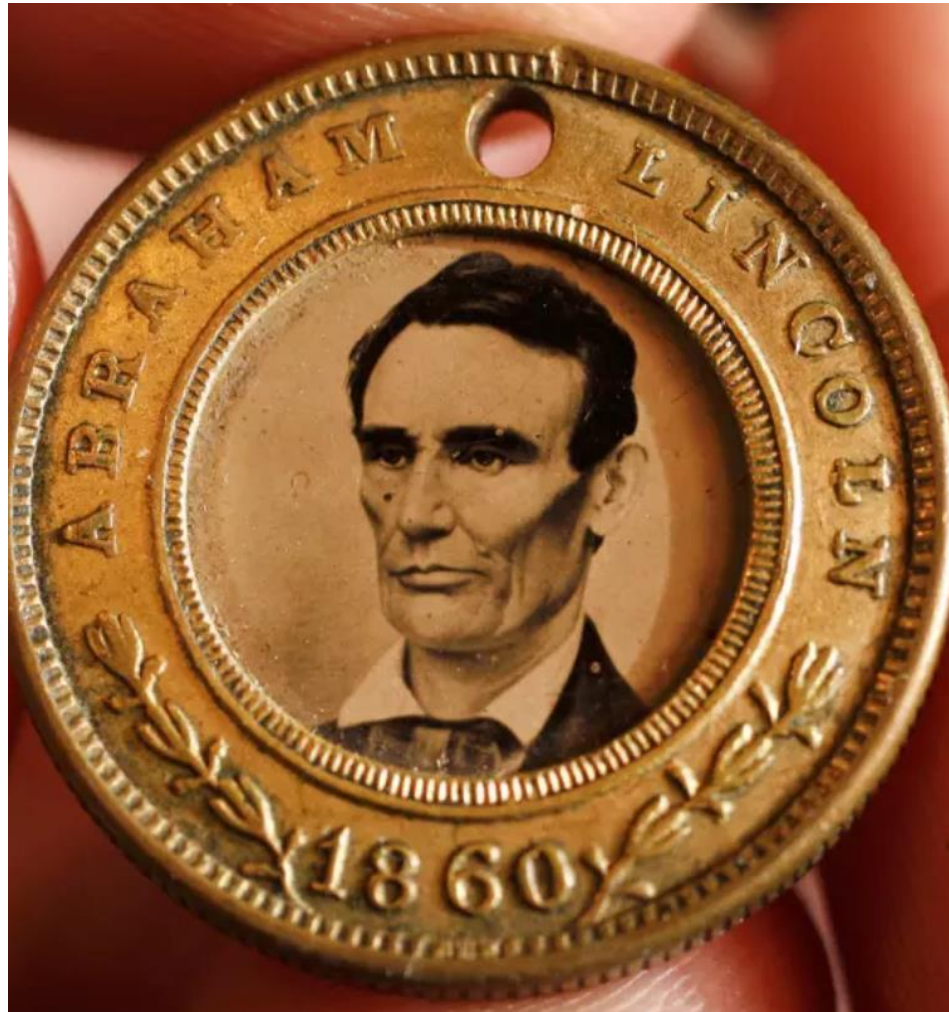


# Lincoln's Campaign Button and Silk Ribbon





# Lincoln 1860 Election Button



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# Mass Production Began

The first mass-produced and collectible buttons for presidential campaigns came in 1896, when William McKinley ran against William Jennings Bryan.

The patented pins had a front with celluloid covering to protect the image, and a metal back with a straight pin.

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# Campaign Slogans Advertised

A lunar eclipse occurred the year of the McKinley vs Bryan campaign. Slogans were depicted on the campaign buttons showing McKinley crossing over and “eclipsing” a photo of his Republican rival. Bryan’s campaign did the same, and slogans included: “Total eclipse Nov. 6,” indicating one candidate will block out the votes for the other candidate.

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# Campaign gets exciting

The rivalry and campaign buttons of the McKinley vs Bryan election has been long remembered because of their campaign buttons and clever slogans.



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# Slogans Became Memorable

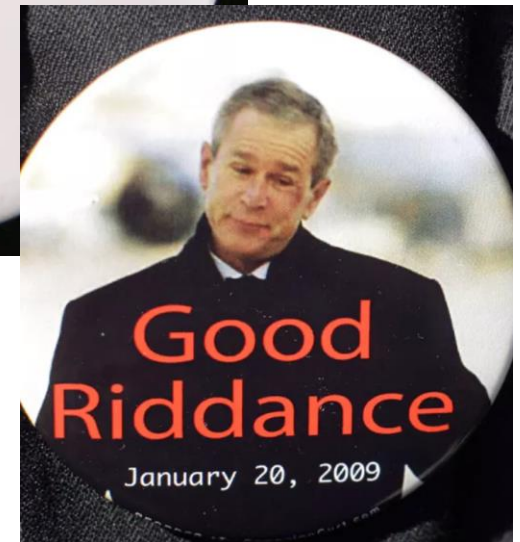
There has always been a strong following for clever campaign slogans. “I like Ike,” supporting Dwight Eisenhower, is probably the most famous.



# Buttons did Mudslinging

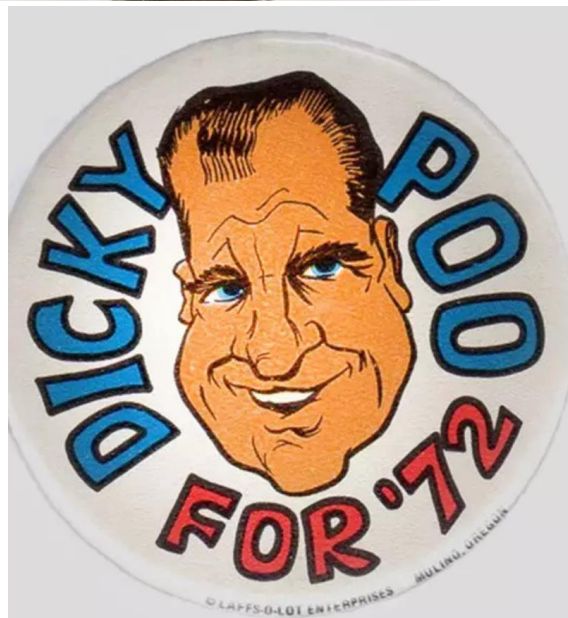
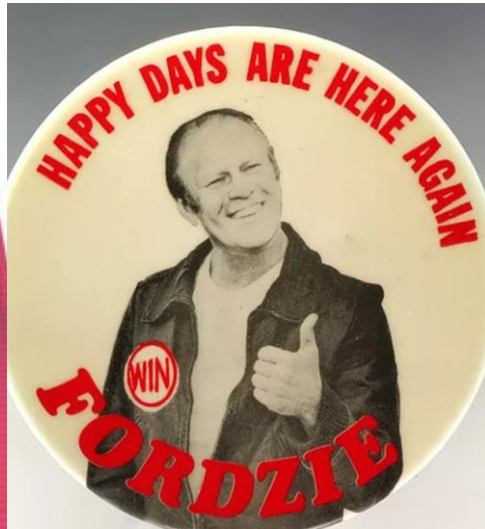
Those against Eugene McCarthy running in the 1968 election made buttons that read, “McCarthy for Fuhrer.”

# Buttons for Negative Campaigning



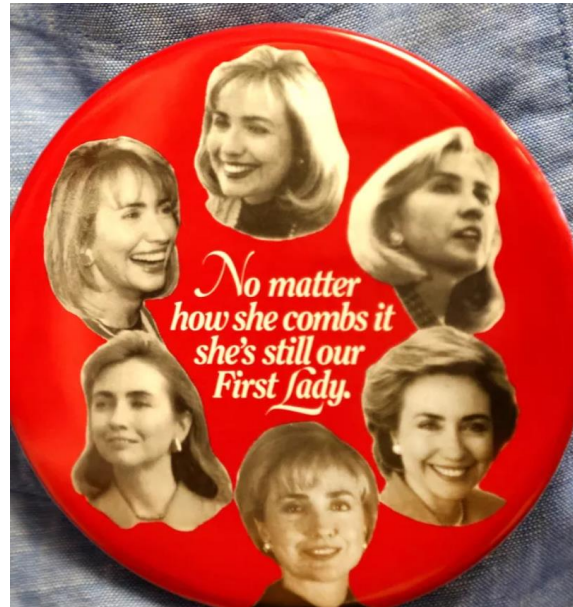


# Adding Humor to the Buttons





# Pins also Supported the First Ladies



# Some Campaigns Revisited an Old Slogan





Here is a flashback of  
our United States  
Presidential Elections

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# The First 5 Presidents 1789-1825

## The Founding Fathers

- George Washington
- John Adams
- Thomas Jefferson
- James Madison
- James Monroe



George Washington  
Election years 1788 and 1792  
Rival: Unopposed



A vertical strip of the American flag is visible on the left side of the slide, showing the stars and stripes.

# John Adams

## Election Year 1796

Rivals: Thomas Pinckney, Oliver Ellsworth, Thomas Jefferson, Aaron Burr, Samuel Adams, and George Clinton.

Seven ran for President:

1<sup>st</sup> place would be President, 2<sup>nd</sup> place would be Vice President. Adams won by 3 Electoral College Votes.

Mudslinging campaign: Jefferson called an “anarchist” and “Jacobin” (a French political radical).” Adams was called a “monarchist.”

# Thomas Jefferson Election year 1800

Rivals: John Adams and Aaron Burr

Slogan: “Is it not high time for  
a CHANGE?”

(Not a campaign button, but a campaign  
banner)



A vertical graphic of the American flag is positioned on the left side of the slide. It features the blue field with white stars at the top and the red and white stripes below, all with a slight wavy, draped appearance.

# James Madison

## Election Years: 1808 and 1812

Rivals: Charles C. Pickney and George Clinton

- No slogan for Madison's first term but he had a song "Huzzah for Madison, Huzzah".
- Controversy during his first term, stories and cartoons printed in anti-Madison newspaper ridiculed his small stature and his involvement with the Embargo Act.



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# James Monroe

Election Years: 1816 and 1820

Rivals: Rufus King

- Campaign song: “Monroe is The Man”
- Monroe was the only president to run unopposed for president other than George Washington

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# The New Nation Presidents 1825-1869

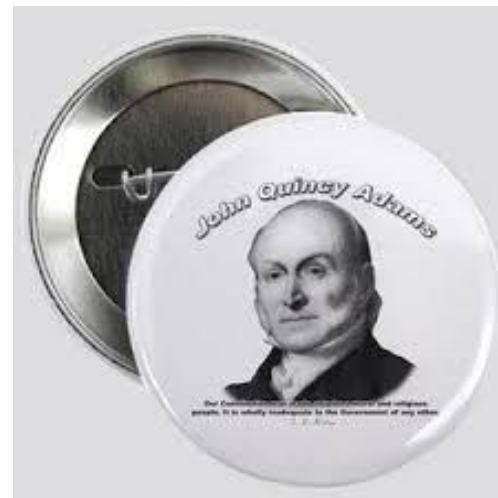
John Quincy Adams  
Andrew Jackson  
Martin Van Buren  
William Henry Harrison  
John Tyler  
James K. Polk  
Zachary Taylor  
Millard Fillmore  
Franklin Pierce  
James Buchanan  
Abe Lincoln  
Andrew Johnson

# John Quincy Adams

## Election Year: 1824

Rivals: Andrew Jackson, Henry Clay, William Crawford

- 1<sup>st</sup> Term Slogan: “Be firm for Adams”
- 2<sup>nd</sup> Term Slogan: “Advocate of the American System”
- Because Adams did not win the Electoral College, he was selected by the House



# Andrew Jackson

Election Years: 1828 and 1832

Rivals: John Quincy Adams, Henry Clay



- 1<sup>st</sup> Term Slogan: “Truth is mighty and it will ultimately prevail”
- 2<sup>nd</sup> Term Slogan: “Stand by the hero”
- Fun fact: Andrew Jackson had a 1400 pound block of cheddar cheese he received as a gift and kept it in the WH for 2 years



# Martin Van Buren

## Election Year: 1836

Rivals: Hugh White

- President's Slogan:
- In the 1840 election, Van Buren was unable to carry his home state of New York

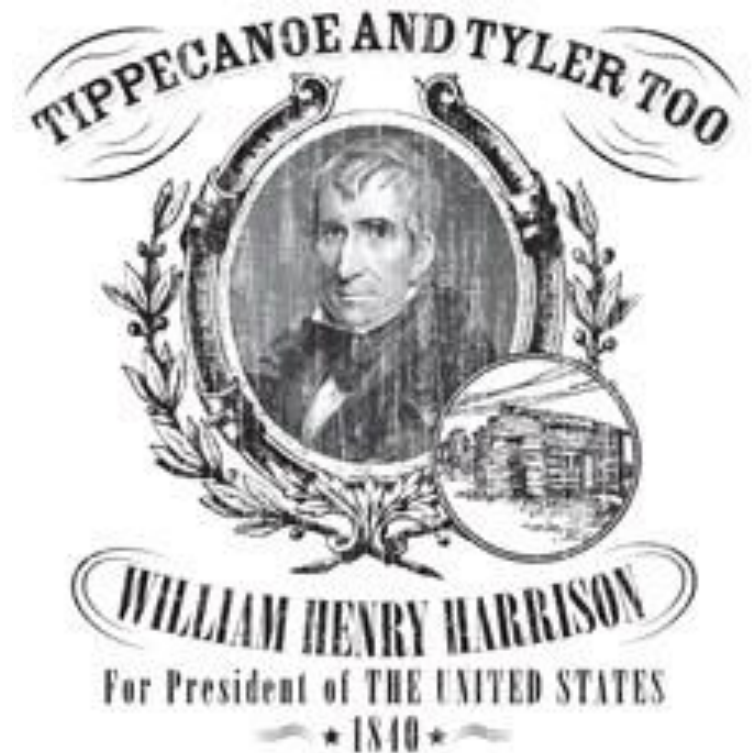


# William Henry Harrison

## Election Year: 1840

Rivals: Martin Van Buren

- Died after being in office for only 32 days



# John Tyler

Election Year: 1840-1844

Rival: James K. Polk

- He took over presidency for William Harrison after his death with only 32 days in office.
- Slogan: “Tippecanoe and Tyler Too”





# James K. Polk

## Election Year: 1844

### Rivals: John Tyler

- President's Slogan: "Fifty-four forty or fight" a slogan about the push to expand the US borders toward the Pacific.
- He vowed to serve just one term in office







# Zachary Taylor

## Election Year: 1848

## Rivals: Louis Cass

- President's Slogan: "For President of the People"
- Earned him nickname "Old Rough and Ready" while serving as a military commander



# Millard Fillmore Election: none

- He had no slogan
- He retired after one term in office and took over when Zachary Taylor died

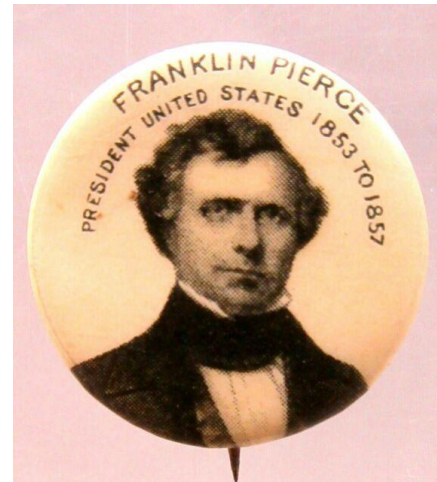


# Franklin Pierce

Election Year: 1852

Rivals: Winfield Scott

- President's Slogan: "We Polked 'em in '44; We'll Pierce 'em in '52".
- He won in the largest election landslide up to that point in time.

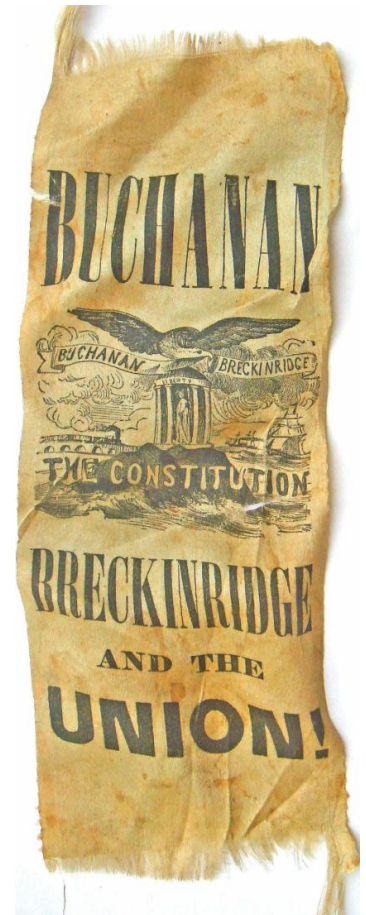


# James Buchanan

Election Year: 1856

Rivals: John C. Fremont and Millard Fillmore

- President's slogan: Young America One Country, One Constitution, One Destiny...Union
- He was the only President who did not get married. He was the last president before the start of the Civil War.





# Abraham Lincoln

Election Year: 1860 and 1864

Rivals: Stephen A. Douglas (1860)  
and George McClellan (1864)

- President's slogan: "Honest Old Abe-the People's Choice(1860) and "Don't swop horses in the middle of the stream" (1864)
- The Civil War began while Lincoln was in office in 1861. Lincoln issued the Emancipation Proclamation on January 1, 1863 which freed all slaves in southern states that were still in the Union during the Civil War. .
- He was the first president with a full beard.



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# Andrew Johnson

Not elected due to Lincoln being  
assassinated

- He never went to school, but taught himself to read
- He was impeached but not removed from office
- He vetoed so many bills that he became known as the “The Veto President”

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# The Gilded Age Presidents 1869-1901

- Ulysses S. Grant
- Rutherford B. Hayes
- James A Garfield
- Chester A. Arthur
- Grover Cleveland
- Benjamin Harrison
- Grover Cleveland
- William McKinley

# Ulysses S. Grant

Election Years: 1868 and 1872

Rivals: Horatio Seymour (1868) and  
Horace Greeley (1872)

- President's Slogan: "Let Us Have Peace" (1868) and "General Grant has never been defeated and he never will be" (1872)
- Real first name is Hiram and the middle initial "S" does not stand for anything.
- Grant was the commander for the Union at the end of the Civil War.
- He never held any elected position prior to becoming president.



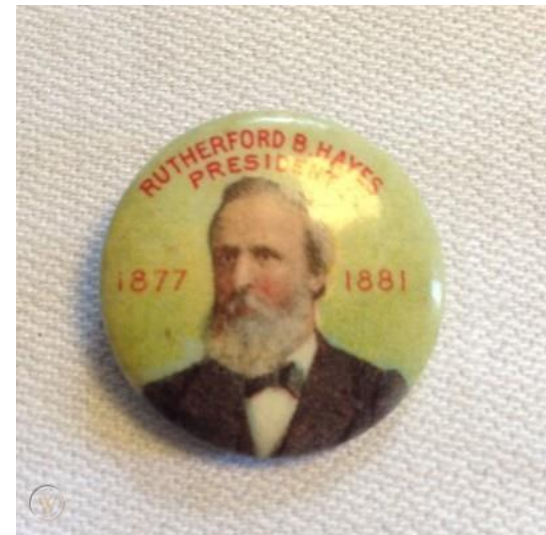


# Rutherford B. Hayes

## Election Year: 1876

Rival: Samuel J. Tilden

- President's Slogan: Hayes the true and Wheeler Too"
- He banned beer, wine and other types of liquor at the White House.





# James A. Garfield

## Election Year: 1880

Rivals: Winfield Hancock and William English

- President's Slogan: "Garfield & Arthur Quickstep"
- He was assassinated on July 2, 1881 after only four months in office.



# Chester Arthur

## Election Year: none

- He became president due to Garfield's assassination.
- He suffered from a kidney disease throughout his presidency.

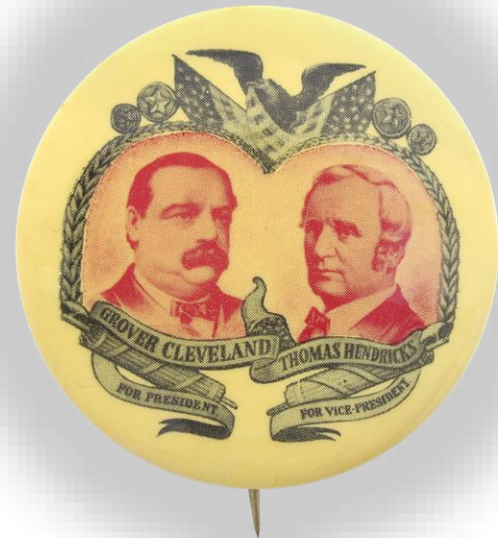


# Grover Cleveland

## Election Year: 1884

Rivals: James G. Blaine & John Logan

- President's Slogan: "Grover the Good"
- He ran a year after his initial selection which caused the US to write rules against it







# Benjamin Harrison

## Election Year: 1888

### Rival: Grover Cleveland

- President's Slogan: Rejuvenated Republicanism
- He is the grandson of William Henry, which made the first grandfather-grandson duo to have held the White House.



# Grover Cleveland

## Election Year: 1892



Rivals: Benjamin Harrison & Whitelaw Reid.

- President's Slogan: "Grover, Grover, four more years of Grover. In we'll go, out they'll go, then we'll be in clover."  
"Hurrah, Hurrah! For Steve and Cleve"



The only time, so far, a former President returned to the Presidency, becoming the only person elected to non-consecutive presidential terms.

# William McKinley

## Election Year: 1896

Rival: William Jennings Bryan

- President's Slogan: "Patriotism, Protection, and Prosperity"
- Front Porch campaign: Republican McKinley stayed home in Canton, Ohio, speaking over 300 times to an estimated 750,000 visitors from 30 states.



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# The Early 20<sup>th</sup> Century Presidents 1901-1953

- Theodore Roosevelt
- William Howard Taft
- Woodrow Wilson
- Warren G. Harding
- Calvin Coolidge
- Herbert Hoover
- Franklin D. Roosevelt
- Harry S. Truman

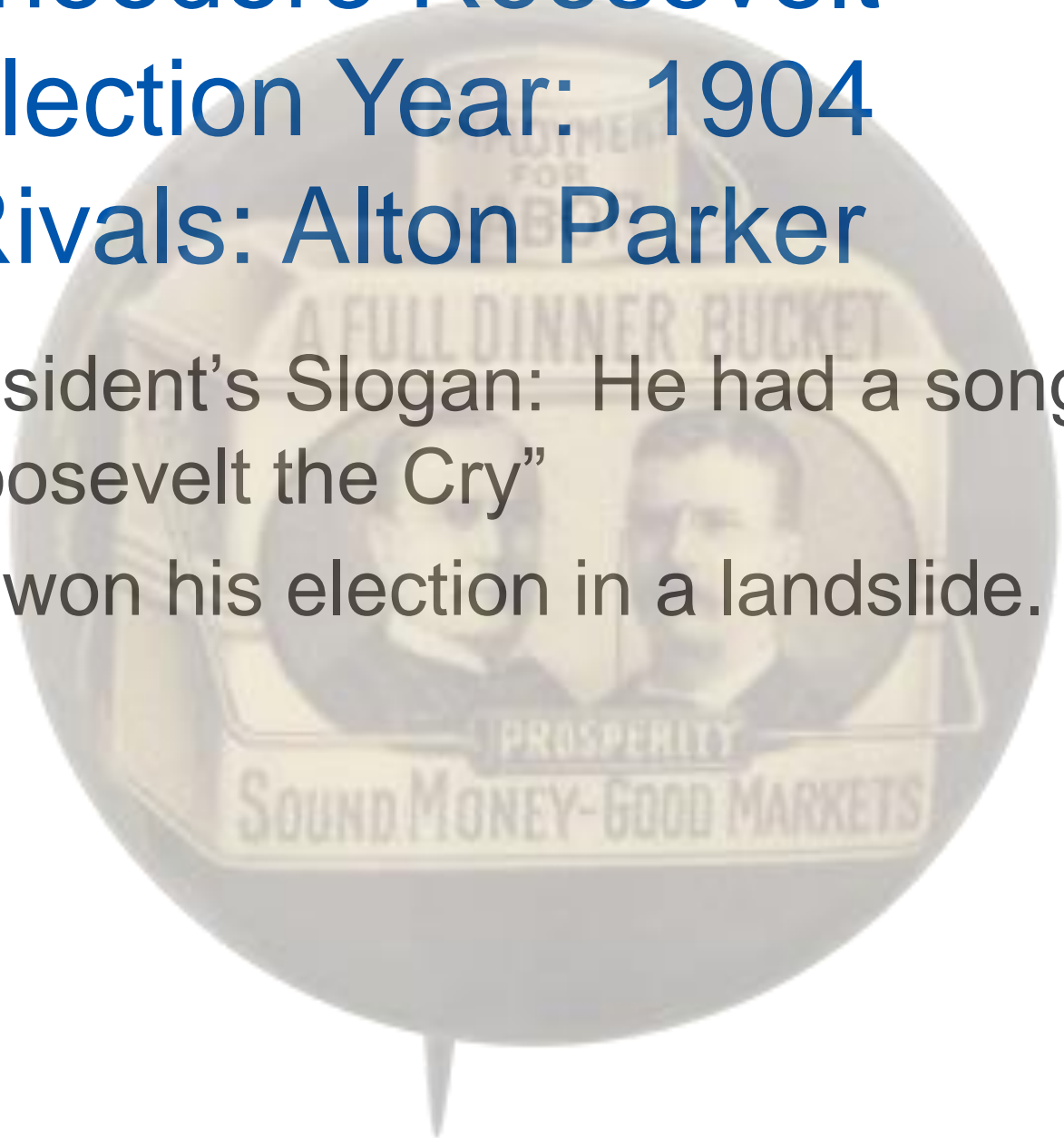




# Theodore Roosevelt

## Election Year: 1904

## Rivals: Alton Parker

- President's Slogan: He had a song "Roosevelt the Cry"
  - He won his election in a landslide.
- 
- A faded, circular political button is visible in the background. It features a portrait of Theodore Roosevelt and Alton Parker. The text on the button includes "A FULL DINNER BUCKET" at the top, "PROSPERITY" in the middle, and "SOUND MONEY-GOOD MARKETS" at the bottom.

# William Howard Taft

Election Year: 1908

Rival: William Jennings Bryan

- President's Slogan: Was a song called "Get a Raft with Taft"
- He was the heaviest president ever.



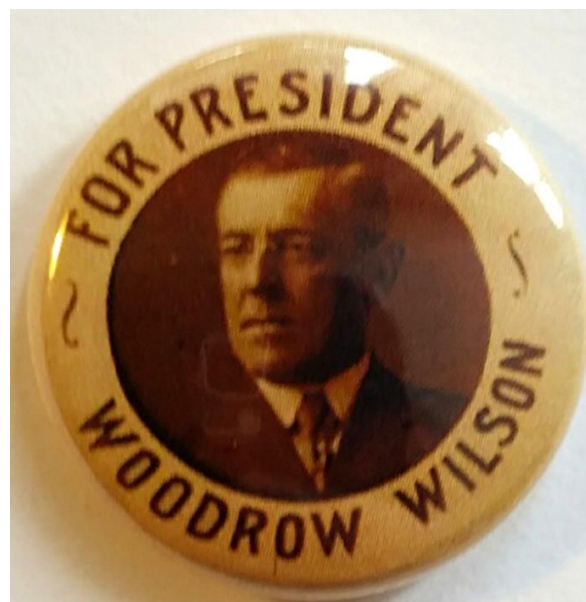
# Woodrow Wilson

Election Year: 1912, 1916

Rivals: Theodore Roosevelt & William Taft  
(1912)

Charles Hughes, Allan Benson (1916)

- President's Slogan: "Empty Market Basket" and song "Wilson, that's all" (1912)
- "He kept us out of war" (1916)
- He was buried at the Washington National Cathedral





# Warren G. Harding

## Election Year: 1920

Rivals: James Cox, Eugene Debs



- President's Slogan: "Return to Normalcy" and "America First"
- Song: "Harding, You're the Man for Us"
- First time the results from the election were announced over the radio.
- He died in office in the year 1923.





# Calvin Coolidge

## Election Year: 1924

### Rival : John Davis

- He took over the office in 1923 after Warren G. Harding died.
- His slogan in 1924 was “Keep cool with Coolidge”
- First use of radio to address voters and neither of the two parties actively campaigned





# Herbert Hoover

Election Year: 1928  
Rival: Al Smith

- Presidential Slogan: “A chicken in every pot and a car in every garage”
- He participated in the first long distance television broadcast.

Franklin D. Roosevelt  
Election Years: 1932, 1936,  
1940, 1944

Rivals: Herbert Hoover  
(1932), Alf Landon (1936),  
Wendell Willkie (1940) and  
Thomas Dewey (1944)

- Presidential Slogans:  
“Happy Days are Here  
Again” (1932) “Remember  
Hoover” (1936) “Carry on  
with Roosevelt” (1940) and  
“Don’t swap Horses in  
Midstream” (1944)
- Holds the record for the  
longest serving U. S.  
President.
- 22<sup>nd</sup> Amendment limited  
president’s terms to only  
two







# Harry Truman

## Election Year: 1948

### Rival: Thomas Dewey

- He took over the presidency after FDR died in 1945.
- Presidential Slogan: “With Truman for Civil Rights” and “Phooey on Dewey”
- This election was considered the greatest upset in American History at the time





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# The Late 20<sup>th</sup> Century Presidents 1953-2001

- Dwight Eisenhower
- John F. Kennedy
- Lyndon B. Johnson
- Richard Nixon
- Gerald Ford
- Jimmy Carter
- Ronald Reagan
- George H. Bush
- Bill Clinton



# Dwight Eisenhower

## Election Year: 1952 & 1956

Rival: Robert Taft (1952) & Adlai Stevenson (1956)

- Presidential Slogan: “I like Ike” (1952) & “I still like Ike” (1956)
- Eisenhower had never voted.






# John F. Kennedy

## Election Year: 1960

## Rival: Richard Nixon

- Presidential Slogan: “We can do Better”
- Was the only Roman Catholic president to date.





# Lyndon B. Johnson

## Election Year: 1964

### Rival: Barry Goldwater

- He took over the presidency when JFK died.
- His slogan in 1964 was “LBJ for the USA” and vote “Vote LBJ the liberal way”
- The first time a wife of a candidate went out on tour for her husband’s campaign.



# Richard Nixon

Election Year: 1968 & 1972

Rivals: Hubert Humphrey (1968) &  
George McGovern (1972)

- Presidential Slogans: “Nixon’s the One” (1968) and “Re-Elect the President” (1972)
- He resigned from being the president after the Watergate scandal.

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# Gerald Ford

- Never elected, took over in 1974 when Nixon resigned.



# Jimmy Carter

## Election Year: 1976

## Rival: Gerald Ford

- Presidential Slogan: “Not just peanuts, a leader for a change”
- He was the first president from the deep south after the civil war.



# Ronald Reagan

## Election Years: 1980 & 1984

Rivals: Jimmy Carter (1980) & Walter Mondale (1984)

- Presidential Slogans: “Let’s make America Great Again” (1980)
- “It’s morning in America” (1984)
- He was a movie actor before he was a politician.





# George H. W. Bush

Election Year: 1988  
Rival: Michael Dukakis



- Presidential Slogans: “Kinder, Gentler Nation” and “Read my lips, No new taxes”
- First time “Attack ads” were used.

# Bill Clinton

## Election Years: 1992 & 1996

Rivals: George H. W. Bush, Ross Perot (1992) & Bob Dole (1996)



- Presidential Slogans: “It’s the Economy Stupid” and “It’s time to change America” (1992) and “Building a bridge to the 21<sup>st</sup> century” (1996)
- Use of talk shows to reach potential voters.
- Ross Perot ran as Third Party Candidate.

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# The Early 21<sup>st</sup> Century Presidents 2001-2019

- George W. Bush
- Barack Obama
- Donald Trump



# George W. Bush

## Election Years: 2000 & 2004

Rivals: Al Gore (2000) John Kerry (2004)

Presidential Slogans: “Prosperity with a purpose” (2000) and “Yes, America can!” (2004)

He was the president when “9-11” happened and launched the war on terror.





# Barack Obama


Election Years: 2008 & 2012

Rivals: John McCain (2008)

Mitt Romney (2012)

- Presidential Slogans: “Yes we can” (2007) and “Forward” (2012)
- First African American president





# Donald J. Trump

## Election Years: 2016 & 2020

### Rival: Hillary Clinton

- Presidential Slogan: “Make America Great Again”
- Not a career politician



**DONALD  
TRUMP'16**  
MAKE AMERICA GREAT AGAIN





















A vertical portion of the United States flag is visible on the left side of the slide, showing the stars and stripes.

# Eagle Project with thanks to

**Luke Datsko**, creator of displays and presentation

**Members of Troop \_\_\_\_** for support work

**Sylvia Baltrinic**, donation of buttons

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**Barb Baltrinic**, Advisor and Munroe Falls Historical Society VP

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# Works Cited

<https://time.com/4336931/campaign-buttons-history/>