Guide to the 2012 Presidential
Political Campaign Ephemera, 2012
MSS.3703

This finding aid was produced using the Archivists' Toolkit
February 05, 2013
Describing Archives: A Content Standard
Table of Contents

Summary Information ................................................................................................................................. 3
Biographical/Historical note .................................................................................................................... 4
Scope and Contents note ......................................................................................................................... 4
Administrative Information ....................................................................................................................... 4
Controlled Access Headings .................................................................................................................... 5
Collection Inventory ..................................................................................................................................... 6
# Summary Information

<table>
<thead>
<tr>
<th><strong>Repository</strong></th>
<th>W.S. Hoole Special Collections Library, The University of Alabama</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Presidential Political Campaign Ephemera, 2012</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>2012</td>
</tr>
<tr>
<td><strong>Extent</strong></td>
<td>0.4 Linear feet</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Abstract</strong></td>
<td>Bumper stickers and pins from the Obama/Biden and Romney/Ryan presidential campaigns for 2012.</td>
</tr>
</tbody>
</table>

**Preferred Citation note**

Presidential Political Campaign Ephemera, 2012, W.S. Hoole Special Collections Library, The University of Alabama
Biographical/Historical note

A campaign button is used in the United States during an election as political advertising for (or against) a candidate or political party, or to proclaim the issues that are part of the political platform. Political buttons date as far back as President George Washington. They have taken many forms as the technology to create an image and mass production has allowed. In the late 18th and first half of the 19th century they were sewn-on clothing buttons, whereas the modern forms typically have pins on the back and are therefore also called pin-back buttons. Campaign buttons bear some similarity to bumper stickers, which are also used for political and other promotional messages. As a novelty item, campaign buttons are part of the hobby of collecting.

Stickers have long been used to convey messages, including political and informational messages, on various surfaces that they might be placed. The introduction of stickers made specifically for the purpose of placement on vehicle bumpers necessarily date roughly with the introduction of the automobile bumper; the Ford Model T lacked bumpers to which bumper stickers could be conveniently attached, but the Ford Model A, introduced in 1927, had them.

Scope and Contents note

The collection contains buttons and bumper stickers for the Obama/Biden and Romney/Ryan 2012 presidential campaigns.

Administrative Information

Publication Information

W.S. Hoole Special Collections Library, The University of Alabama February 2013

Conditions Governing Access note

None

Conditions Governing Use note
None

Provenance
from Donna Adcock, 2013

Processed by
Martha Bace, 2013

Controlled Access Headings

Geographic Name(s)

- Alabama--Politics and government

Personal Name(s)

- Biden, Joseph R.
- Obama, Barack
- Romney, Mitt
- Ryan, Paul, 1970-

Subject(s)

- Government, Law and Politics
- Political campaigns
- Presidents--United States--Election--1840
## Collection Inventory

<table>
<thead>
<tr>
<th>Description</th>
<th>Box</th>
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<tr>
<td>Obama/Biden 2012 campaign bumper stickers</td>
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<tr>
<td>Romney Ryan 2012 campaign bumper stickers</td>
<td>3703.001</td>
<td>2</td>
</tr>
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<td>Obama/Biden 2012 campaign buttons</td>
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<tr>
<td>Romney/Ryan 2012 campaign buttons</td>
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