

University of Hawaii at Manoa

Hamilton Library

eVols Repository

<https://evols.library.manoa.hawaii.edu>

Campaign Files

Box CP1

Inouye's campaigns: 1959: Campaign materials

Senator Daniel K. Inouye Papers
Campaign files, Box CP1, Folder 3
<http://hdl.handle.net/10524/59290>

Items in eVols are protected by copyright, with all rights reserved, unless otherwise indicated.

UHM Library Digital Collections Disclaimer and Copyright Information

OCT 8 1959

FULL COLOR LITHOGRAPHY:

CALENDARS

BROCHURES

POST CARDS

NOTE PAPER

CHRISTMAS CARDS

BOOKLETS

MAPS



CAMPAIGN AIDS

A division of
L. B. PRINCE CO., INC.
4019 NORTH 5TH ROAD
ARLINGTON, VIRGINIA

DISTRIBUTORS

Dear Mr. Congressman:

This is an idea letter. One which could be the deciding factor in a victory for you in your next campaign for reelection.

It is also a message about progress. Progress in the field of color reproduction. Color has been perfected in motion pictures, in television, and even for use in daily newspapers. This is all for the greater enjoyment of the public and for the profit of business. Reproduction of true "Lifecolor" is now available in mass publication of high grade personal portraits.

The L. B. Prince Company, one of the oldest and most progressive color publishers in the country, with a modern plant located in Arlington, Virginia, where it is ideally situated to serve the Washington area and make deliveries without costly shipping charges added to the customer's bill, has created a new division called CAMPAIGN AIDS, for the specific purpose of serving and assisting Members of Congress in their publication and publicity needs.

As an introductory program, CAMPAIGN AIDS is featuring "Lifecolor" portrait postcards - available in either the regular 3-1/2 x 5-1/2 inch size or the Giant 6 x 9 inch size - at special pre-election rates.

Some suggested uses for these cards might be:

1. For distribution in your office to visitors and especially school groups. A message from the Member might be imprinted on the reverse side of the card. These cards would be long retained as treasured reminders of the visit - and in many cases would be mailed home at the visitor's expense. A pose of the Member seated at his desk or greeting the camera at his office entrance would be good shots for this card.

You know exactly what's meant—when you see it in print

2. The Giant sized card is a wonderful replacement for the much used black and white glossy photograph in honoring requests for a picture of the Member. The "Lifecolor" card saves postage and is a timesaver in packing and preparing for mailing.

3. Most important of all, the "Lifecolor" portrait postcard is a valuable aid in election campaigns. A well planned postcard mailing is the best method possible to get an effective personalized message before the voters. A forty word imprint might be placed on the back of the card. Your own full color likeness can speak from every mail box.

4. The Prince Company carries a special Christmas card with a built-in pocket for the regular postcard. This makes an ideal holiday message combined with a personalized reminder from you.

These are only some of the uses for the portrait postcard. In addition to being a really personal vehicle, in full color, the cost is surprisingly low.

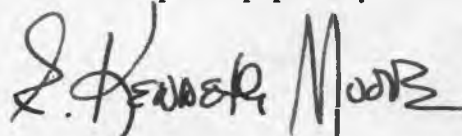
The staff of CAMPAIGN AIDS would like to serve you. A sample of our work is enclosed, showing the actual result of our exclusive process. There is also a business reply card for your use in inviting a staff member to call at your office with full details to answer any questions, present complete samples and promptly fulfill your request should you want to place an order.

If telephoning is more convenient, we have several numbers, any of which will answer your inquiries: JACKSON 5-3515, JACKSON 5-6657 or our special operator at REPUBLIC 7-5381. After six o'clock in the evenings, please call either the special operator at REPUBLIC 7-5381 or REPUBLIC 7-0461, extension 808.

CAMPAIGN AIDS has many other ideas for your consideration and these will be presented in future messages. We sincerely look forward to serving you.

With all good wishes, we are,

Very truly yours,

A handwritten signature in black ink, appearing to read "J. Kenneth Moore". The signature is written in a cursive, somewhat stylized hand.

CAMPAIGN AIDS



United States Capitol. The cornerstone was laid in 1793. Burned by the British in 1812. The House and Senate Chambers, Statuary Hall, the Rotunda and the President's Room are most interesting.

STAMP

ADDRESS

PRINCE LITHOGRAPH CO., INC., ARLINGTON, VIRGINIA

PE- 74 A

THIS SIDE OF CARD IS FOR ADDRESS



CAMPAIGN AIDS

532 20th Street, N. W.

Washington 6, D. C.

Campaign Aids
532 20th Street, N. W.
Washington 6, D. C.

Gentlemen:

One of your representatives may call at our office, which is located at _____, on _____, to discuss the Prince Portrait Postcard.

Please telephone our office at CApitol 4-3121, Ext. _____, for an appointment to discuss the Prince Portrait Postcard.

Thank you,

CURVEX 12 INCH STEEL RULER

"Advertising That Endures"

The Curvex Steel Ruler (2 by 12 inches long) when imprinted with your message will continue to advertise your firm, institution or service when you have retired and your grandsons and their sons are carrying on your business. Its curvature gives the choice of a paper-hugging contact along the straight edge for drawing pencil lines or tearing paper, or a raised edge for inking.

Baked plastic finishes on steel in a wide choice of colors make the item practically indestructable. In the bronze or gold finishes, it is particularly suitable for promotions with the "Golden Rule" theme, or for Golden Anniverseries.

The Curvex has exceptionally large imprint area and can even be imprinted with a 16 month calendar or complete athletic program. School colors can be obtained by specifying your choice of background colors and imprint colors. The stock background colors are: white, off white, pastel green, apple green, moss green, forest green, chartreuse, pastel blue, pearl grey, rose beige, peach, red, bronze, silver, gold, brass or medium blue. If any other background color is desired add \$20.00 plus \$1.00 per thousand to price schedule, and add 15 to 20 days production time. If you want less than the minimum shown below add \$10.00 set up charge. If you wish a 2-color imprint add \$10.00 plus \$1.00 per thousand. Union label is available if specified. The prices below are based on normal copy of 20 words. For each word in addition to 20 add .20 each. Rulers with athletic programs should be ordered several weeks in advance of anticipated use. Delivery charges will be added to the prices below based on 6 pounds per hundred rulers. Normal production time is 10 to 20 days. Please type or print copy and send letterhead to varify spelling.

BASIC PRICES								
250	500	1,000	2,500	5,000	10,000	25,000	50,000	100,000
\$50.00	\$60.00	\$80.00	\$157.00	\$280.00	\$500.00	\$1,050.00	\$1,850.00	\$3,600.00
Delivery charges to be added by carrier.			Sample on request			5% cash with order discount.		

PENCILS

Another good advertising item is high quality pencils. A pencil is useful and will give your advertising long lasting display at a very nominal price per showing. Ink colors are Black, Blue, Red, Green. Pencil colors are: Blue, Red, Yellow, Cream, Lemon Yellow, Orange, Pink, and Grey and in hexagon Black. For White, Gold or Silver add \$2.00 per thousand. Degrees of lead are 2 medium, and 2½ or 3 hard. This is a bonded lead pencil with rubber tip. Delivery on pencils is usually faster than rulers. Add delivery prices.

PRICES FOR ROUND OR HEXAGON (SPECIFY).					
250	500	1,000	2,500	5,000	10,000
\$18.50	\$27.00	\$44.00	\$30.10	\$35.00	\$31.00

5% cash with order discount.

These are not the cheapest pencils on the market, but are some of the very best.

CONTACT US FOR ANYTHING MADE IN THE ADVERTISING MERCHANDISE OR PROMOTION LINE

TWICE OUR PROMOTIONAL IDEAS HAVE ATTRACTED NBC TO ALVA, OKLAHOMA, and our merchandise has been featured on Dave Garroway's program TODAY. If you are interested in any particular item drop us a note, and if we don't have it, we will often be able to tell you where to get it.. We can give you a very competitive quotation on most items of printing. Send your samples.

LIGE STEWART SPECIALTIES

Box 309

Alva, Oklahoma

Phone 1832 or 217

ORDER BLANK

To Lige Stewart Specialties,
Box 309, Alva, Oklahoma
Phone 1832 or 217

Send us Color of Item Color of Imprint

Number and Item

We wish this imprinted as follows:

Use extra sheet if necessary

Our check is enclosed less 5% for cash with order or send open account. Please give your rating in Dunn & Bradstreet or enclose three credit references.

(Orders from all office holders or candidates, cash with order or 50% deposit, balance COD.)

Name

Address



KING-SIZE PEP RIBBONS

SOMETHING NEW . . . AND PLENTY GOOD!

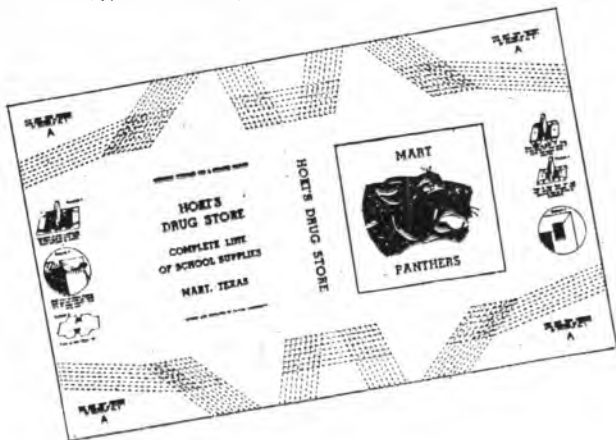
These giant ribbons measure 20"x1 1/4".

They are perfect for tying onto car antenna or hanging on wall. The ideal souvenir . . . excellent for resale or as a sure-fire advertising gift.

Ribbons are furnished in any two colors of your choice. Top ribbon is heat stamped in gold. Gold tassel threaded through grommet at top adds to their rich, expensive appearance.

Prices, each, shipped prepaid:

100	250	500	1000	5000	10,000
30c	25c	20c	19c	18c	17 1/2c



SCHOOL BOOK COVERS

LASTING ADVERTISING AT LOW COST!

These durable book covers are lithographed on tough long lasting brown kraft paper. Not to be confused with covers printed on light flimsy stock.

Guides on covers enable used to do an extra neat job, and are added assurance that the covers will stay put where your advertisement will be seen day in and day out throughout the school year.

With each order, on request will be included a window banner to advertise that you give away book covers. Prices include one color printing. No charge for cuts or art reproduction if cuts or usable art are submitted with order. For imprinting on backbone of cover add \$3.00 net. If imprint on back of cover or front of cover is more than 5 lines, add \$5 net.

Prices per 1000, F.O.B. Factory:

1000A	2000B	5000B	10,000C	25,000C
45.00	35.00	20.00	18.00	17.00

NOW . . . A Big College item to add color and spirit to your games

In quantities and prices that smaller schools can afford

Actual size of badge is 2 1/4 inches in diameter and the ribbons are approximately 3 inches long. Ribbons are made for badges and practically all school colors can be faithfully duplicated. This is good fund raiser when sold at .35 to .50 each. Your charge account is invited. Terms are 2/10 net 30 or 5% cash discount when cash is sent with order. Prices FOB factory. Give school colors and imprint with order.

100	250	500	1000	2500	5000
\$22.00	\$43.75	\$70.00	\$120.00	\$262.00	\$462.00

Item can be imprinted with advertisers copy at no additional cost, e. g.,

I'm for
Madison High
HORNETS
Courtesy of
Adair Chevrolet



LIGE STEWART SCHOOL SPECIALTIES

Box 309

Phones 1832 or 217

Alva, Okla



SIZE 15"x4"

BOOSTER BUMPER STRIPS

QUALITY BUMPER STRIP AT ROCK BOTTOM PRICES!

Printed on high quality pressure sensitive stock. Just peel off back and apply.

Your choice of any standard color on white or yellow background.

Prices, each, F.O.B. Factory:

100	250	500	1000	2500	5000	10,000	25,000
18c	10c	9c	8c	7c	6c	5c	4 1/2c



ANTENNA PENNANTS

Measure 6 1/2"x18"

An instant sensation wherever shown!

These colorful car antenna pennants are absolutely superb whether you buy them for re-sale or a good will producing give-away item.

School organizations use them as a fast fund-raising medium.

Pennants are made of unwoven white rayon and are printed in your choice of any standard color. Two metal eyelets make them easy to tie to car antenna. Advertiser's imprint can be neatly placed in lower left hand corner.

No charge for use of stock cuts . . . choose from a big variety shown on separate stock cut sheet.

Unless otherwise specified, half of pennants on each order are printed for antennas mounted in left side of car, and half for antennas mounted on right side of car.

Shipment can be made within two weeks—usually much sooner if necessary.

Prices, F.O.B. Factory:

	100	250	500	1000	2500	5000
One color on white:	20c	15c	14c	12c	10c	8c
Two colors on white (one color for cut and one for lettering):	22c	17c	16c	14c	12c	10c

PLEASE REFER ITEMS TO
YOUR LOCAL PEP CLUB
WE ARE MEMBERS OF CHAMBER OF C.

FEB 13 1960

Campaign material

Universal Match Corp., Washington, D.C.



UNIVERSAL MATCH CORPORATION

WASHINGTON, D.C. OFFICE — 1411 K STREET, N. W Suite 400
WASHINGTON 5, D. C. — METropolitan 8-2790

February 11, 1960

Honorable Daniel K. Inouye
House Office Building
Washington 25, D. C.

Dear Representative Inouye:

"PUT YOUR NAME IN LIGHTS"

Welcome back!

We all know you have a real tough year ahead....especially with Elections at home coming up.

So....we would like to call attention to a real "Little Helper," the Congressional Book Match. (See cover attached.)

This "Gogetter" does a tremendous job in spreading Goodwill.... It says, "Hello"....You're welcome....Thank's for everything!

Your friends and constituents will be pleased to have these as remembrances.

Why not let us make just two cases (5,000 books) the cost is only a penny and a half each and we personalize each book with your own name and message on the inside flap. (\$75.00 total cost.)

We'll be happy to tell you more, just have your secretary call METropolitan 8-2790 and we will be glad to come and see you at your convenience.

Yours to help "Put YOUR Name in Lights."

Tom Lane
District Sales Manager

P.S. We specialize in the manufacture of "Political" Book Matches, too!

S E R V I N G T H E N A T I O N A N D I T S B U S I N E S S

DIVISIONS: MATCH — St. Louis 35, Missouri

ARMAMENT — St. Louis 35, Missouri

SUBSIDIARIES:

S. G. ADAMS COMPANY, St. Louis 3, Missouri
CUSTOMADE PRODUCTS CORPORATION, Lonoke, Arkansas
FERGUSON MACHINE CORPORATION OF INDIANA, St. Louis 17, Missouri
INTERNATIONAL TAG & SALESBOOK COMPANY, Chicago 51, Illinois

NATIONAL REJECTORS, INC., St. Louis 15, Missouri
NATIONAL VENDORS, INC., St. Louis 15, Missouri
UNITRONICS, INCORPORATED, St. Louis 35, Missouri
UNIVERSAL PROPERTIES, INC., St. Louis 35, Missouri

File
"Campaign
Materials"

al

al do
cut no.
make copy
for the to
make file

MAR 11 1960

From the desk of:



WALTER A. BOUILLET

March 8, 1960

FROM: T.O.P. PUBLICATIONS
Color Photo Division
P.O. Box 7117
Arlington 7, Virginia

SUBJECT: Special Color
Photo Offer
REFERENCE: Letter dated
February 29, 1960

TO: Selected Members of Congress

THE DATE OF MARCH 11 HAS BEEN CHANGED TO FRIDAY, MARCH 25.

My letter of February 29 offered to take your picture in color, at no cost, on March 11, 1960, providing you are interested now or later in ordering some of these pictures in full color. The offer did not place you under any obligation to order.

The response to this offer has been most reassuring and convinces me that I was justified in making it; however, several of your colleagues who would like to avail themselves of the offer have stated that they are not sure they will be able to meet the March 11 date because of the present stalemate in the Senate.

I have checked with the Congressmen who originally placed orders with us and with the photographer, Mr. Bennett. All have agreed to a new date -- March 25.

This change of date announcement is being forwarded so that those who have not taken advantage of the offer for various reasons may now reconsider.

PLEASE NOTE -- THE NEW DATE IS FRIDAY, MARCH 25.

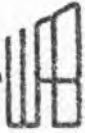
For a sitting appointment or further information please telephone me at:

KENMORE 8-4517
or write:
T.O.P. PUBLICATIONS
P.O. Box 7117
Arlington 7, Virginia

Colorfully yours,

WALTER A. BOUILLET
President
T.O.P. Publications

WABjs/encl



From the desk of:

WALTER A. BOUILLET

February 29, 1960

FROM: T.O.P. Publications
Color Photo Division
P.O. Box 7117
Arlington 7, Virginia

SUBJECT: A Special Offer

TO: Selected Members of Congress

We have selected at random, without regard to seniority or party affiliation, fifty members of the Senate and fifty members of the House of Representatives to receive this special offer -- with no strings attached:

On March 11, Mr. Bill Bennett of Philadelphia, one of the nation's top color photographers and our color consultant, will be in Washington to photograph three of your colleagues who have placed orders with us for 8x10 pictures in full color. These color pictures are as cheap or cheaper than standard 8x10 black and white pictures and are certainly more effective as gifts to friends and visiting constituents. They may also be used to greater advantage during the coming election campaigns than regular black and white photos.

I have talked to a number of Congressmen during the past six months, all of whom were most impressed with the quality of our color reproductions and with their price; however, there is the ever-present problem of obtaining suitable color transparencies for reproduction. For this reason I felt it would be a good idea, since Mr. Bennett is to be in Washington, to offer to take color photos FREE OF CHARGE for a limited number of Congressmen who might be now or later interested in ordering color photographs.

The pictures taken will be 4x5 Ektachrome transparencies, the size most suitable for reproduction. Normally they would cost \$50-200.00 each, depending upon the photographer contracted. We are offering to take your pictures free, providing you are interested in the idea of 8x10 color reproductions for use now or in the future. You are of course assured of having a suitable picture as we accept no orders until transparencies have been seen and approved.

Your transparencies will remain in our custody until such time as they are used by you. We will make no use of them for any purpose whatsoever without your specific approval. If you do order reproductions your transparencies will then become your property and may be retained for further use. YOUR PRESENT INTEREST DOES NOT OBLIGATE YOU TO ORDER REPRODUCTIONS SIMPLY BECAUSE WE HAVE TAKEN YOUR PICTURE -- there are NO STRINGS attached to this offer.

This is the only time our offer will be made, as it is much too expensive a procedure to repeat. REMEMBER THE DATE: FRIDAY, MARCH 11, 1960!

Enclosed are a few samples of entertainers which we have done in the past few months -- we regret there are no samples of Congressmen available. Also enclosed is our price list, which is perhaps a little higher on small sizes than our competitors who specialize in post cards for hotels, motels, gas stations, industry, etc. We have concentrated on developing our process for the entertainment industry which is much more critical and demands quality and extreme faithfulness of reproduction.

In order to avail yourself of this offer please telephone me at:

KENMORE 8-4517

or drop a note to: T. O. P. PUBLICATIONS
P. O. Box 7117
Arlington 7, Virginia

and I shall be happy to contact your office to make all necessary arrangements.

If you are interested, please do not delay in contacting me, as March 11 is the only day this offer is available.

Colorfully yours,

WALTER A. BOUILLET
President,
T.O.P. Publications

P.S. If you cannot take advantage of this offer you are at liberty to pass it along to one of your colleagues who might be interested. -- WAB

WABjs/encl