

POLITICAL WINDS STIR TWO MEMBERS' PASSIONS TO ACQUIRE

The political bug bit **Bruce Hennes** as a volunteer during the 1972 Nixon-McGovern presidential election. It was then that he acquired his first and still-favorite political souvenir: a tag identifying him as a staffer for the News Election Service – a consortium of ABC, AP, CBS, NBC and UPI – reporting election-night poll results.



MESSAGES, GRAPHICS FROM BOTH SIDES OF AISLE

Bruce went on to build a public relations career specializing in crisis management. He also began assembling an extensive collection of campaign memorabilia from both sides of the aisle, including some 50 pieces displayed in his Terminal Tower office.

Two Nixon posters implore "Now more than ever." A life-sized Barack Obama cardboard cutout smiles in front of a Ford-Dole broadside with Mitt Romney and Harry Truman looking on. "People who come into my office have one of two reactions. Either they ask about everything, or they say nothing at all," Bruce noted.

Beyond appreciating the historic significance of the campaign materials, Bruce admires the items' typically bold graphics and messages. "The strength of the work is inspiring and interesting," he said.

In the early 1980s, Bruce began assembling a second collection: Cold War-era civil defense memorabilia. Included are civil defense signs, armbands, toe tags, public service messages, air raid shelter manuals, and related items, with many of his artifacts on permanent loan to the International Spy Museum, Washington, D.C.



His most-prized treasure is a pewter ashtray from Washington's Watergate Hotel that shows evidence of major cigar use. Another is a small metal sign that simply states "Au-H2O 1964."