

Pinbacks

Mare Booksellers Spring List

Our spring list features 31 pinbacks-plus a few pieces of political ephemera-focusing on civil rights, social justice, black power and politics, mostly from the late 1960s through the 1970s. The strong messaging and visual appeal speak for themselves.





[1] Justice. Tyrone Guyton had a Right to Live.

No printer, place or date. Presumed circa 1974. Approximately 1 ¾ inches in diameter. Locking style back. Yellow background with black lettering. A pinback bringing attention to the police killing of 14

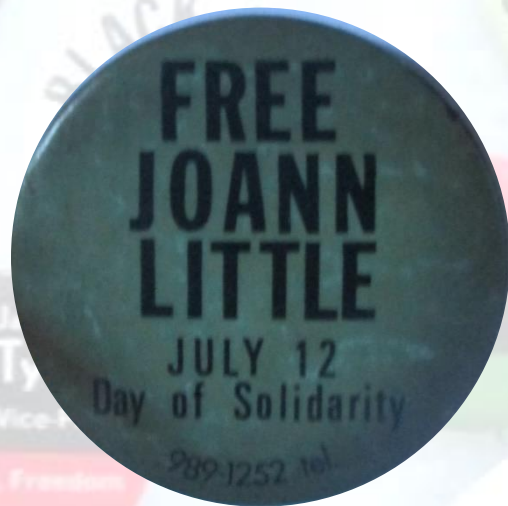
year old Tyrone Guyton. Guyton was a Black teenager involved in a high speed chase after allegedly stealing a vehicle. While fleeing the scene, three Emeryville, California police detectives shot Guyton in the back. While they asserted he fired on them, an ATF investigation found no evidence supporting that claim. A grand jury refused to indict the officers involved, leading Tyrone's mother, Mattie Guyton Shepard, with support from the Black Panther Party and local Black community activists, to organize in an effort to find the truth. As she stated in part "[her] goal[...] is not really justice for Tyrone Guyton, because that is impossible, but rather justice for all the future Tyrone Guytons of all races who should be able to live without the fear of being gunned down by the police." (See article in the E'ville Eye archive online at evilleeye.com for previous information and quote). GOOD condition. Minor scuffing, toning and a few dings to the face. Heavy rusting to the reverse. \$75.00

**[2] Support Black Revolutionaries.
Free Bill Epton Now!**

Star Engraving Co. San Francisco, no date. 1 ½ inches in diameter. Locking pin style back.



White background with red and black letters encircling a photo of Bill Epton. Epton was an African-American communist/Marxist activist, associated with the Progressive Labor Party until the early 1970s. In 1964, after New York police officer Thomas Gilligan shot and killed 15 year old African-American James Powell, Epton took part in protests that eventually turned violent. The city declared a state of emergency which prohibited protests. Despite this, Epton, along with others, staged a rally, during which he was arrested and charged with criminal anarchy. VERY GOOD condition. Minor toning and rubbing to the face, with some rusting and tarnishing to the metal on the reverse. \$75.00



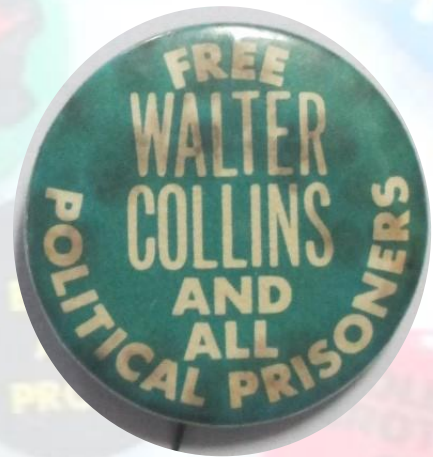
[3] Free Joann Little

N.G. Slater Co., Printer. New York: no date, perhaps circa 1974. About 1 7/16 inches in diameter. Black text on a faded, seemingly light blue or green, background. Pinback states, "Free Joann Little. July 12 Day of Solidarity," with a phone number. This refers to Joan Little, bringing attention to her incarceration.

Joan Little is an African-American woman, charged with murder in 1974 after resisting a sexual assault committed by a white prison guard. Little was acquitted of murder, with her acquittal being the first for a woman in the United States using the defense of justifiable deadly force to resist sexual assault. GOOD condition. Heavy darkening to the face, with some soiling and scuffing. Rear rather rusted. \$75.00

[4] Free Walter Collins and All Political Prisoners

No publisher, place or date. About 1 ¼ inches in diameter. Stickpin style back. Blue background with white lettering. A pinback bringing attention to the incarceration of Black activist Walter Collins. He was convicted of resisting the draft, and sentenced to serve five concurrent five year terms in jail. Walter Collins was active in early civil rights activities, including a 1963 sit-in. He founded the National Black Draft Counsellors and was the regional director of the National Association of Black Students, among other organizations and efforts. Many saw his incarceration as evidence of racism in the Selective Service program, as, based on his status as a student, he should not have been drafted, but instead deferred. (See Harvard Crimson, March 24, 1972 article by Tom Crane “The Collins Case: Repression and the Draft,” for previous information and extensive background into the case). GOOD condition. Moderate uneven staining to the face. Reverse rather rusted. \$75.00



[5] Watts Cooking We Want Work

No publisher, place or date (or affiliated organization responsible for creation). Presumed circa 1965 based on internet research. Stickpin style back. About 1 inch in diameter. A pinback using grim humor to highlight the systemic racism against African-Americans in Los Angeles that isolated and segregated them through zoning and building laws, and the placement of freeways in the community. Added to this, a lack of well-paying jobs available to



the African-American community and continued violence against African-Americans by white police, led to the Watts Riots or Rebellion in 1965. The uprising spanned six days and resulted in 34 deaths and widespread property damage. NEAR FINE condition with a slight hint of toning. \$60.00

[6] I Gave to Free Angela

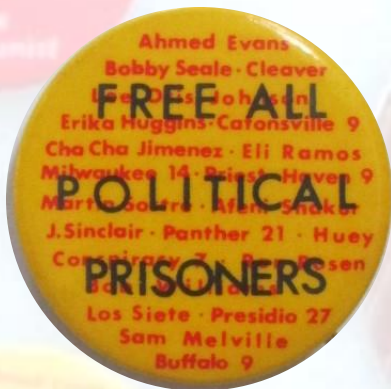
NG Slater Co. New York, no date, early 1970s. 1 ¼ inches in diameter. Stickpin style back. Dayglow pink with black lettering. A pinback issued in support of activist Angela Davis, presumably relating to her incarceration for her alleged role in the Marin County Civic Center attack, in which a courtroom was commandeered by Jonathan Jackson in order to free his brother, George Jackson, from prison. VERY GOOD+ condition. Small area of delamination along the curl. \$65.00



[7] Free All Political Prisoners

Radical Defense Fund, Publisher. No printer, place or date. Perhaps late 1960s (1969) based on Smithsonian records and who might have been incarcerated at that time. Approximately 1 ½ inches in diameter. Stickpin style back.

Radical Defense Fund red along the curl. Yellow background with small red text and superimposed larger black text. A pinback highlighting the incarceration of a variety of activists, including Black Panther Party members Bobby Seale, Ericka Huggins, the Panther 21, and Eldridge Cleaver; Young Lords leader Cha Cha Jimenez; White



Panther Party founder John Sinclair and others. NEAR FINE with very little wear. \$50.00

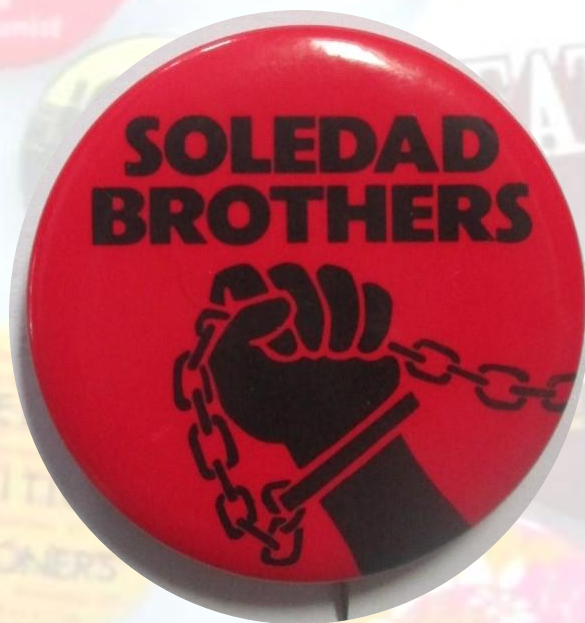
[8] Black Power

No printer, place or date. Union slug and name of printing company is printed on the curl, but most of the name of printer is obscured although it appears to be five initials, beginning OB and last initial being a T. 1 7/16 inches in diameter. Perhaps late 1960s, early 1970s based on Smithsonian records. Drawn image of a raise fist accompanied by the slogan "Black Power." VERY GOOD+ with minor rubbing to the face. \$60.00



[9] Soledad Brothers

No publisher, place or date. Union slug on the curl. 1 ½ inches in diameter. Stickpin style back. Red background with black letters and a black fist clenching prison chains. A pinback raising awareness of the plight of three prisoners in Soledad who were accused of the murder of a prison guard, John Mills. George



Jackson, Fleeta Drumgo and John Clutchette were accused of killing him in response to the killing of three Black inmates by a prison guard several days earlier. The subsequent trial brought attention to the brutal conditions in Soledad prison. Jackson was killed in 1971 while attempting an escape from prison, while the other two were acquitted of charges in 1972. NEAR FINE with a hint of rubbing to the face.
\$40.00



[10] Power (Black Liberation Flag)

No printer, place or date. Perhaps late 1960s to mid 1970s. Partial union slug on the curl. 1 3/8 inches in diameter. Stickpin style back. A Black power pinback utilizing the Pan-African, or Black Liberation, flag colors. The flag was initially created by Marcus Garvey and the UNIA (Universal Negro Improvement Association) in 1920, partly in response to the racist song "Every Race has a Flag but the Coon." Inspired by earlier attempts to create a flag, the colors were chosen to reflect a race catechism used by followers of Garvey with red symbolizing "the

color of blood which men must shed for their redemption and liberty... [black for] the color of the noble and distinguished race to which we belong...[and green for] the color of the luxuriant vegetation of our Motherland," (Martin, Race First p. 43-44). GOOD condition. Minor rubbing to the face. Heavy rusting to the reverse. \$30.00

[11] Black Liberation Flag

No printer, place or date. Circa 1970s. 1 ¼ inches in diameter. Stickpin style back. A displaying the Pan-African, or Black Liberation, flag colors. VERY GOOD condition. Minor rubbing to the face. Small scuff to the curl. \$20.00

[12] Black Liberation Colors (US within Africa)

NG Slater Co. New York, no date, perhaps 1970s. About 1 ½ inches in diameter. Stickpin style back. No indication as to cause or group behind this, although the pinback uses the colors of the Pan-African, or Black Liberation, colors. GOOD condition. Minor rubbing to the face. Reverse rather rusted. \$15.00

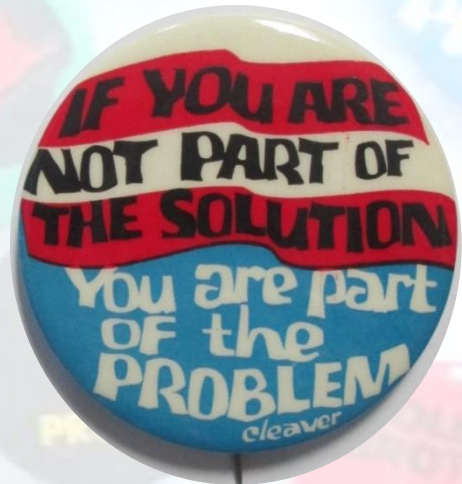


[13] Respect and Protect the Black Woman

No printer, place or date. Perhaps late 1960s to mid 1970s, based on a pinback in the Smithsonian's collection with the same statement. 2 ¼ inches in diameter. Locking style back. Green background with black lettering. VERY GOOD condition. Minor rubbing to the face. Text a bit off center. \$45.00

[14] If You Are Not Part of the Solution You Are Part of the Problem

Eldridge Cleaver quote. Horn Company. Philadelphia: no date, presumed late 1960s early 1970s. 2 ¼ inches in diameter. Stickpin style back. A quote attributed to Black Panther Party leader Eldridge Cleaver. VERY GOOD+ condition. A hint of toning and rubbing. \$45.00



[15] Cleaver For President

No printer, place or date. Presumed circa 1968 based on Eldridge Cleaver's campaign for president of the United States. Approximately 1 ¾ inches in diameter. Locking pin style back. Gold background with photo of Cleaver and black lettering. A campaign button for Eldridge Cleaver, one of the key figures in the Black Panther Party. Cleaver ran for president in 1968 as a candidate of the Peace and Freedom Party, one of several put forth by the party that year (due to troubles with various states' laws). GOOD condition. Faint scuffing to the front. Reverse rather rusted. \$40.00



[16] A Black Man for Vice-President. Georgia's Julian Bond

No printer, place or date. Presumed circa 1968. Approximately 1 ½ inches in diameter. White background with blue lettering circling a portrait of Julian Bond.



A piece promoting Julian Bond as candidate for Vice-President of the United States in 1968. Bond declined the nomination, in part because he was 28 at the time, which would have violated constitutional requirements. Julian Bond was an African-American activist, civil rights leader and politician. He cofounded the SNCC (Student Nonviolent Coordinating Committee) in 1960, as well as the Southern Poverty Law Center in 1970. Besides serving in the Georgia state legislature, he was president of the NAACP, and ran an unsuccessful campaign against John Lewis in 1986 to serve in the US House of Representatives. NEAR FINE with a hint of rubbing. \$25.00

[17] Goodlett for Governor



No printer, place or date. Presumed circa 1966. Union slug on the curl. 1 5/16 inches in diameter. Stickpin style back. Light green background with black letters and a portrait of Goodlett. A pinback promoting the 1966 candidacy of Dr. Charlton Goodlett for governor of California. He ran in part as opposition to the Vietnam War,

losing to Ronald Reagan. Goodlett was a prominent civil rights activist in San Francisco, as well as a practicing physician and newspaper

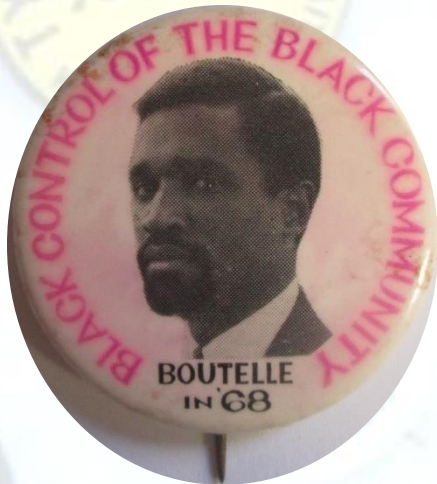
publisher of a Black community newspaper, the Sun-Reporter. He served as president of a local chapter of the NAACP and was influential in California politics, often affecting positive change through his connections. In honor of Dr. Goodlett, the official address of San Francisco City Hall was changed to 1 Carlton B. Goodlett Place in 1999. VERY GOOD condition. A few minor scuffs to the face, slightly affecting the portrait. Minor uneven toning. \$50.00

[18] Black Control of the Black Community. Vote Socialist Workers

Socialist Workers Party. No place or date, presumed circa 1968. 1 7/16 inches in diameter. Stickpin style back. Profile of an African-American man with words in white.

Issued by the Socialist Workers Party, this pinback presumably pertains to the candidacy of Paul Boutelle for Vice-President in 1968. Boutelle was a Black activist and member of several organizations, including the all Black party, Freedom Now Party. He changed his name to Kwame Montsho Ajamu Somburu in 1979. VERY GOOD. Hint of toning and rubbing to the face. Minor tarnishing to the reverse. \$35.00





[19] Black control of the Black Community. Boutelle in '68

No publisher or place. Presumed 1968. AFL-CIO union slug on the curl. Approximately 1 ¾ inches in diameter. Stickpin style back. Photo of Boutelle circled with campaign motto. Campaign pinback for Boutelle's 1968 run as candidate for Vice-President for the Socialist

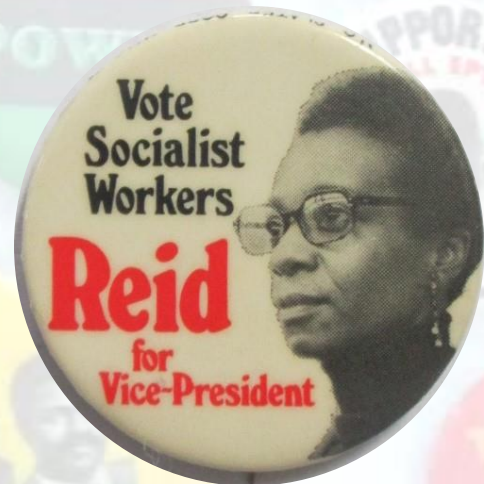
Workers Party. GOOD condition. Minor soiling and foxing to the face. Pink ink apparently ran a bit in the production process. Rear rusted, with an old price in ink. \$25.00

[20] Vote Socialist Workers. Reid for Vice-President

NG Slater Co/Socialist Workers Party. New York: (1976). 1 ¾ inches in diameter.

Stickpin style back. Black and red printing on a white background, with a photo of Reid. A pinback promoting Willie Mae Reid for Vice-President of the United States.

Reid, a politician and author, ran for the office in 1976, with Peter Camejo running for president. VERY GOOD+ condition. Very light toning. \$20.00





Three Gus Hall/Jarvis Tyner Pinbacks and Campaign Ephemera

In 1972 and 1976 Gus Hall and Jarvis Tyner ran for President and Vice-President, respectively, for the Communist Party USA. Gus Hall was a long time Communist Party USA leader, serving 8 years in prison after being indicted under the Smith Act. Jarvis Tyner is an African-American political activist, serving as a spokesperson for the CPUSA, as well as formerly holding the Executive Vice Chair of the party.

[21] Gus Hall/Jarvis Tyner. Peace, Jobs, Freedom vote Communist

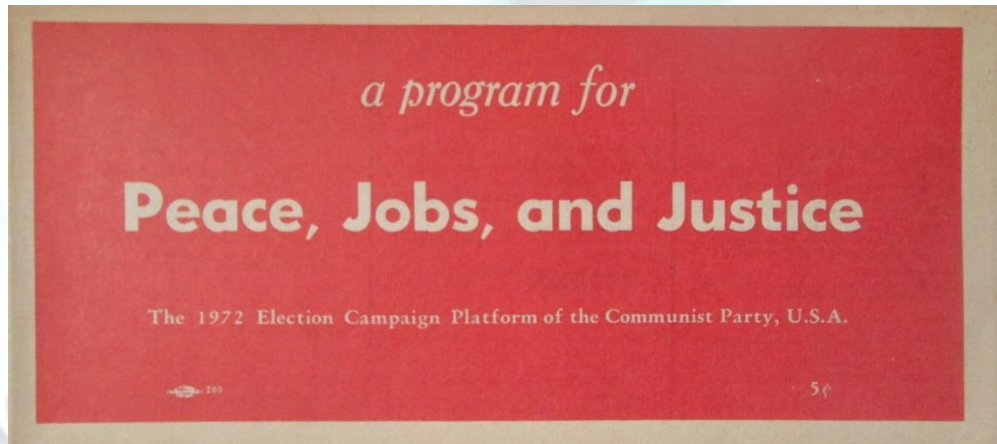
Communist Party. No place or date, presumed 1972. 1 ½ inches in diameter. Red and black background with white printing. Pinback for the 1972 campaign. NEAR FINE with a hint of wear. \$12.00

[22] Throw the Bum Out

The Worker. 1 ¼ inches in diameter. Presumably issued by the paper of the CPUSA, The Worker in support of Hall and Tyner for their 1972 campaign. NEAR FINE with a hint of wear. \$12.00

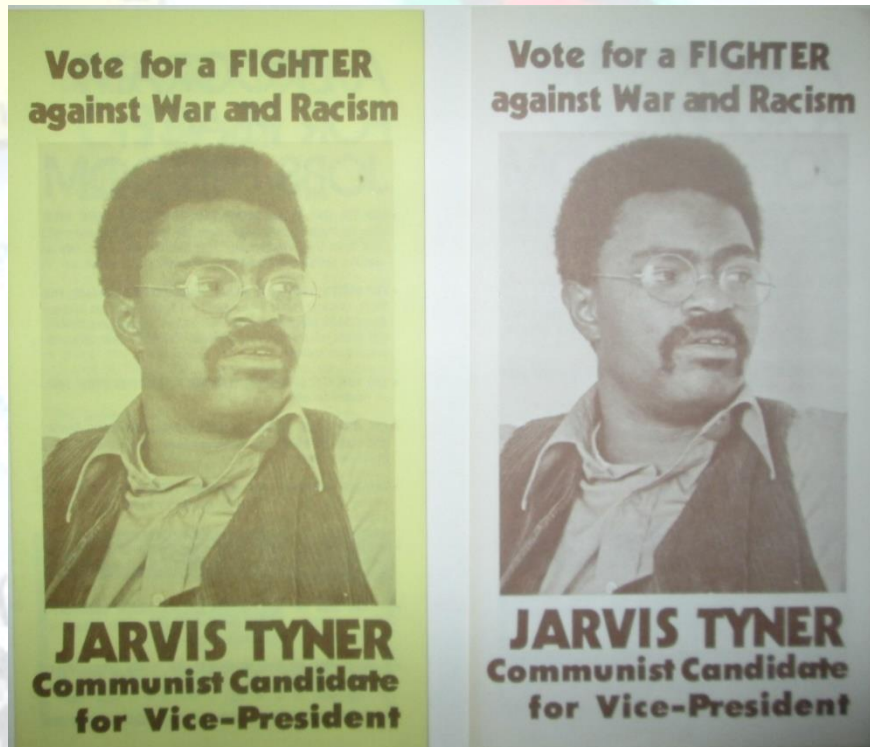
[23] Beat Big Business. Vote Communist. Hall and Tyner President/Vice-President

NG Slater Co. (New York, 1972). 3 inches in diameter. White, maroon and yellow colored pinback with small photos of the candidates. 1972 Campaign button. NEAR FINE with a hint of wear. \$15.00



[24] A program for Peace, Jobs and Justice. The 1972 Election Campaign Platform of the Communist Party USA

No author given. CPUSA, presumed publisher. No place, 1972. Oblong booklet. 3 ¾ by 8 3/8 inches. 24 pp. A piece outlining the platform of the CPUSA for the 1972 presidential campaign. VERY GOOD condition. Moderate browning. \$15.00

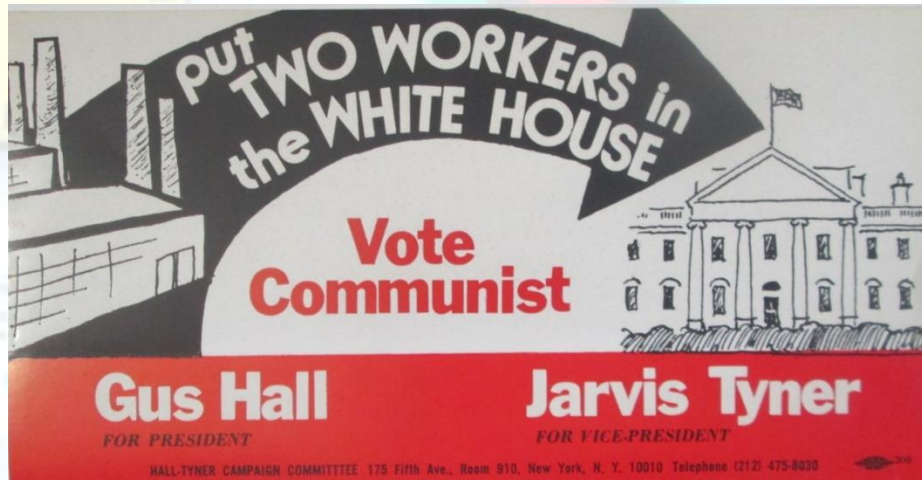


[25] Vote for a Fighter against War and Racism. Jarvis Tyner Communist Candidate for Vice-President

CPUSA, presumed publisher. No place, 1972. Small single sheet leaflet folded into 4 pages. 7 by 4 inches. Yellow paper stock. Short piece profiling Tyner including his stance on Black liberation. VERY GOOD+ condition. Light toning. \$15.00

[26] Vote for a Fighter against War and Racism. Jarvis Tyner Communist Candidate for Vice-President

Same as above but on white paper stock. \$15.00



[27] Put Two Workers in the White House

Vote Communist. 1972 presidential campaign bumper sticker. 7 ½ by 3 ¾ inches. Illustrated promotional bumper sticker. CPUSA all the way! VERY GOOD+ condition. Light toning. \$12.00



[28] I'm Black and Proud

No publisher or date. Faint union slug imprinted on the reverse of the pinback. Approximately 1 ¼ inches in diameter. Stickpin style back. Black background with yellow letters. Presumed circa late 1960s to mid 1970s. Black pride/power related pinback. VERY GOOD. Light rubbing to the face. \$20.00

[29] Black is Beautiful

No publisher or date. Faint union slug imprinted on the reverse of the pinback. Approximately 1 ¼ inches in diameter. Stickpin style back. Black background with yellow letters. Presumed circa late 1960s to mid 1970s. VERY GOOD. Some scuffing to the face. \$20.00



[30] Either Or

N.G. Slater Co., producer. New York: no date, perhaps late 1960s, early 1970s. 1 ¾ inches in diameter. Stickpin style back. Yellow and black pinback of unidentified association, despite online searches and inquiries to N.G. Slater. This came along with a collection of Black power/pride pinbacks. GOOD condition. Heavy rusting to the reverse. \$20.00

[31] Viva La Mujer

United Farm Workers (UFW) pinback. GCIU logo at the bottom edge of the pinback. No date, 1970s. About 1 ½ inches in diameter. Locking pin style back. Red background with yellow female symbol encircling the Aztec Eagle, the symbol for the UFW. A pinback acknowledging the important role of women in the union, stating, in Spanish "Long Live the Woman." The UFW originated in 1962, founded originally as the National Farm Workers Association by Dolores Huerta and Cesar



Chavez. GOOD condition. Heavy uneven fading to the button, rendering it more pink than red. Lamination beginning to peel back from the bottom edge. \$15.00



[32] Youth Power

Western Badges, Printer. Los Angeles, late 1960s. Stickpin style back. 1 3/8 inch diameter. Orange pink and white pinback using counterculture/psychedelic flower motifs and design with an elephant to perhaps subtly promote the Republican party and Nixon's campaign for president.

VERY GOOD+ condition. Very slight hint of rubbing to the face. \$12.00

[33] Stop the Show Trials

No printer, place or date. About 1 ½ inches in diameter. Locking pin style back. Yellow letters on a black background. No information found about this pinback in various online searches. The pinback perhaps references the trials of various Black Panther leaders and other US political prisoners in the late 1960s and early 1970s (but this complete conjecture) as this came in a collection of similar material. GOOD+ condition. Printing on the face slightly off center. Minor fading. Rear a bit tarnished, with the remains of a small circular sticker present. \$15.00





[34] God is Alive and Well in Mexico City

No printer, place or date. Stickpin style back. 1 ½ inches in diameter. Black lettering on a cream background. According to various institutional records online (British Victoria and Albert Museum and the Museum of the City of New York), this pinback is circa 1968.

No clear indication as to what the slogan references. As the letters of God are dripping, it might be a reference to the 1968 massacre in Mexico City, although this slogan may have originated earlier, but there is no conclusive information to be sure (at least from our research).

VERY GOOD condition. Minor toning. \$15.00

[35] We All Live in Pennsylvania

No printer, place or date. Presumed 1979, 1980. 1 ¼ inches in diameter. Locking pin style back. Yellow and black. Image of a nuclear power plant in black. A pinback referring to the Three Mile Island partial meltdown of a nuclear reactor, an accident that led to increased demand for the end of nuclear power, as well as safety reforms in the industry. GOOD condition. Some foxing/spotting and browning to the face, with rusting to the obverse. \$12.00



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Contact Info

Richard Erdmann
Mare Booksellers, IOBA
92 Court St.
Dover, NH 03820
Email: marebooksellers@gmail.com
Phone: (603)742-1229
Website: www.marebooksellers.com

About



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