

THE BEDFORD CITIZEN

LETTER TO THE EDITOR

MARCH 3, 2016



As the town-wide election nears on Saturday, March 12th Bedford residents may start seeing campaign signs popping up on front lawns all over town. According to Town Clerk Doreen Tremblay, all restrictions for political signs are removed at this point. One campaign, in particular, is having a little fun with their specific campaign signs this year.

Michael E. McAllister is the current School Committee Chair and is running for re-election this year. While mentioning how bland the current selection of lawn signs are for purchase online, a friend suggested he do something different. McAllister, who has a degree in Political Science, began talking about the “campaigns of olde” and about how some of that enthusiasm and optimism about the future seems somewhat lost nowadays. “We decided we couldn’t re-create the

actual campaigns of the past such as William H. Harrison’s ‘Log Cabin and Hard Cider’ campaign – by far my favorite – but maybe we could have fun re-creating some of the imagery of that time.”

A friend of his, Aun Holland from Duxbury, MA, who is also a graphic designer by profession had a little fun and re-created a few iconic campaign posters for his 2016 campaign. The result was three “throwback” posters based on the style popular in the 1960s. “One of my favorites is a ‘Stay Cool with Coolidge’ poster from 1924. It’s really a beautiful piece of art, but it was just too hard to recreate accurately, so that is where the idea started.” So far Holland has put together three posters, based on John F. Kennedy’s 1958 Senate campaign and 1960 presidential bid, as well as Bobby Kennedy’s 1968 campaign, and she is working on a fourth.

“By no means do I compare myself to these figures from American history,” McAllister was careful to make clear. “That’s not what I am saying at all. Rather, it’s just a way of paying homage to the campaigns of olde; the way they were run, the design aesthetic they used, and the messages they shared. Really it’s just a way of bringing a bit of fun into an uncontested campaign.”

McAllister is a collector of vintage items, and his most prized possessions are those with a political ties. His collection includes several original campaign posters, political buttons, and even a nominating convention ribbon from the 1920s era. “I tend to enjoy the campaigns from the 1950s through the 1970s, but really my interest is in all of American history, especially political history,” McAllister noted.

Bedford residents will vote for the open School Committee seat on Saturday, March 12, 2016.

Respectfully,
The McAllister Campaign