

Elvis Presley's Pins  
of the  
Memphis Whitehaven Lions Club  
by  
Dr. Dave Auxier



## Elvis Presley's Pins of the Memphis Whitehaven Lions Club



1976 Brown



1980 White



1977 Black (with Wreath the year Elvis Presley died.)



1981 Gold



1978 Yellow

The first of the series of Elvis Presley pins, the Brown Guitar, was designed and ordered in late 1976. Since the Club had several members who were interested in pin trading and indicated they would be attending the 1977 Lions Clubs International Convention in New Orleans the next summer, we ordered 2,000 of this first issue. The pins were 2 1/2" in length and cost us \$1.00 a pin. These pins were an instant success at the convention and people, especially the ladies, were clamoring for the Elvis Presley "banjo" pins, as they called them. Why they thought they were banjos wasn't clear, but at that convention, we had no trouble trading them for just about anything we wanted.

Later that year, in light of the success of the brown guitar pin, we decided to make a yearly issue of the same design, changing only the color each year. We did not put a date on the pins in this first set, which ran for 8 years.



1982 Green

As the set progressed, it became very valuable for trading purposes, and even though 2,000 of the first pin had been issued, they became so much in demand that some unscrupulous trader (or traders) began counterfeiting them. On the surface, it was difficult to tell the difference, but these fake pins did not have the Ho Ho Art and Craft trade mark on the back. To compound the chicanery, some of the counterfeiters started putting a wreath on the brown 1976 guitar, even though Elvis didn't pass away until 1977. I have even seen a wreath on a yellow 1978 guitar pin. Apparently word got around to watch out for the fake guitars because they gradually disappeared from circulation after a few years.



1979 Red Hound Dog

As you can see below, we made a red prestige pin in 1980, a white one in 1982, and a blue one in 1983.



1983 Blue



1980 Red Prestige "That's Alright Momma"



1982 White Prestige "Treat Me Right"



1983 Blue Prestige "C. C. Rider"

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## Gold Record Set

We thought the small guitars had run their course, so in 1984, the Club decided to issue a set of Elvis Presley gold record pins with a different song title on each pin. We decided to stick to the same color patterns as the first set of guitars. These pins were larger and heavier and not as easy to wear on a lapel or vest. For whatever reason, the gold record set never took off like the guitars, but we stuck to the series for the full 8 years. Again, we issued prestige pins with spinning records in 1988, 1990, and 1991. All of this series had the year date on them.



1984 Brown  
"Love Me Tender"



1985 Black  
"Heart Break Hotel"



Black Counterfeit



1986 Yellow



1987 Red



1988 White  
"Blue Suede Shoes"  
35 Years of Service



1989 Gold  
"Jailhouse Rouse"



1990 Green  
"Teddy Bear"



1991 Blue  
"All Shook Up"

As with the first series of guitars, we made three prestige pins. They was a red one in 1988, a white one in 1990, and a blue one in 1991. Each one featured a spinning record.



1988 Red Prestige  
"That's Alright Momma"  
35 Years of Service



1990 White Prestige  
"Treat Me Nice"



1991 Blue Prestige  
"C. C. Rider"



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## Miniature Set of Elvis Presley Guitars

In 1991, the Club decided to go back to the guitar pins, but make the set in miniature size, measuring 1 3/4" as opposed to the original 2 1/2" and again keeping the same pattern. In addition, a ninth pin to the set was a red, white, and blue pin.



1992 Miniature Brown



1993 Miniature Black



1994 Miniature Yellow



1995 Miniature Red



1996 Miniature White



1997 Miniature Gold



1998 Miniature Green



1999 Miniature Blue



2000 Miniature Red, White & Blue

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## Miniature Prestige Set of Elvis Presley Guitars

Once again, we issued prestige pins measuring 3" in length in 1996, 1998, 1999, and 2000, as illustrated below. The pins in this second set of guitars also was successful, though not quite up to the original set.



1996 Miniature Prestige Red



1998 Miniature Prestige White



1999 Miniature Prestige Blue



2000 Miniature Prestige Red, White & Blue

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## The Figure of Elvis Set

In 2001, having run two sets of guitars and one of gold records, the Club decided to embark on a new and different kind of set, the figure of Elvis Presley in different color costumes each year. The eighth pin of the set has been issued, and it remains to be seen how long this set will continue. All of the pins are dated with the year.



2001 Elvis in Black



2002 Elvis in White



2003 Elvis in Royal Blue



2004 Elvis in Brown



2005 Elvis in Red



2006 Elvis in Yellow



2007 Elvis in Purple



2008 Elvis in Light Blue



2009 Elvis in Green

The Elvis Presley Guitar sets shown below are the first pin of a new Elvis Presley set which started in 2010. The size of the pins are 1 1/8" wide by 1 3/4" High.



2010 Red Guitar



2011 Yellow Guitar



2012 Green Guitar



2013 Blue Guitar



Whitehaven 60 years of Service

## Elvis Presley's Pins of the Memphis Whitehaven Lions Club



2014 White Guitar



2015 Brown Guitar



2015



2016



2017



100 Years of Lionism

2017

A postscript about the author of this article, Dr. Dave Auxier. He designed all of the Elvis sets in this series, even after he retired and moved away from Memphis in 2002. He has maintained close contact with PDG Bill Holbrook, who remains a member of the Memphis Whitehaven Lions Club, and is the first person we contacted about providing this information. Our sincere thanks to both of these very dedicated Lions and pin traders. The pins in this series are, without question, some of the most sought-after pins in all of Lionism. We salute the Whitehaven Club for sticking with the theme. We hope that they will continue to provide us with more enjoyment by issuing additional pins in this wonderful series.