World War I and World War II propaganda posters11.MWalB02560

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Describing Archives: A Content Standard
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Summary Information

| Repository: | Brandeis University |
| Creator: | United States Government Printing Office |
| Title: | World War I and World War II propaganda posters |
| ID: | 11.MWalB02560 |
| Date [inclusive]: | 1908-1944, undated |
| Date [bulk]: | 1917-1918, 1941-1943 |
| Physical Description: | 92.00 Folders |

Preferred Citation

World War I and World War II propaganda posters, Robert D. Farber University Archives & Special Collections Department, Brandeis University

Scope and Contents

The Brandeis University World War I and World War II Propaganda Posters Collection includes nearly a hundred different images with a variety of aims. Inspired by Western European examples, the creation and production of applicable pictorial publicity immediately gained a substantial level of artistic involvement and industrial application in the United States. The subjects of the posters included programs such as The United War Work Campaign, the Red Cross, and most notably the subscription of Liberty and Victory loans. Each of the four Liberty loan campaigns—the first and second in 1917, the third and fourth in 1918—and the Victory loan campaign of early 1919 created a vast amount of poster art on both the local and national levels.

Countless designs were created, the majority of which were printed in large quantities. Several artists were involved in the creation of the propaganda posters during the wars. Some of them were already widely known through their work in books, magazines, and advertising. This collection includes such famous artists as Howard Chandler Christy, James Montgomery Flagg, Adolph Treidler, Harrison Fisher,
Casper Emerson Jr., Henry Patrick Raleigh, and Haskell Coffin, to name but a few; Edward Penfield is not included. The items are organized alphabetically, and the majority are from the World War I era.

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Administrative Information

Publication Statement

Brandeis University

415 South St.
Main Library, Goldfarb Level 2
Waltham, MA 02454-9110
ascdepartment@brandeis.edu
URL: https://findingaids.brandeis.edu

Conditions Governing Access

Access to the collection is in accordance with the policies of the Robert D. Farber University Archives & Special Collections Department, Brandeis University. Please contact the department for more information.

Conditions Governing Use

Requests to reproduce or publish material from the collection should be directed to the Robert D. Farber University Archives & Special Collections Department, Brandeis University.

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Related Materials

Related Materials

For more, see: http://bir.brandeis.edu/handle/10192/23520

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Collection Inventory

World War I Propaganda Posters, 1908, 1914–1919, undated

Date: 1908, 1914–1919, undated

Scope and Contents

Posters in this series promote programs such as The United War Work Campaign, the Red Cross, and most notably the subscription of Liberty and Victory loans. Additional subjects include the YMCA, rationing materials and food, and war savings stamps, among others.

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Instances</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;All together! Enlist in the navy&quot;, 1918</td>
<td>Folder 1</td>
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</table>

Date: 1918

Scope and Contents

H. Reuterdahl, American Litho. Co., 30x44

"American Library Association, 'Hey fellows!' Your money brings the book when we want it", 1918

Folder 2
Date: 1918

Scope and Contents

John Sheridan, American Litho. Co., 30x20 [3 copies]

"Americans all! Victory liberty loan", 1919
Date: 1919

Folder 3

Scope and Contents

Howard Chandler Christy, Forbes, 36x27

"Are you 100% American? Prove it! Buy U.S. Government bonds", 1918
Date: 1918

Folder 4

Scope and Contents

Stern, Sackett & Wilhelm Corp., 30x20

"Beat back the Hun with Liberty Bonds", 1917
Date: 1917

Folder 5

Scope and Contents

F. Strothmann, unknown publisher, 30x20 [2 copies]

"Bell system telephone"

Folder 6

Scope and Contents

[quotation from Bell's president], unidentified artist, unknown publisher, 23x17

"Blot it out with Liberty Bonds: The Hun—his mark", 1917
Date: 1917

Folder 7

Scope and Contents


"Buy early", 1919
Date: 1919

Folder 8

Scope and Contents

[Victory Liberty Loan, white lettering on red background], unidentified artist, unknown publisher, 19x28 [3 copies]

"Buy more Liberty Bonds: must children die and mothers plead in vain?", 1917
Date: 1917

Folder 9

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<thead>
<tr>
<th>Scope and Contents</th>
<th>Date</th>
<th>Folder</th>
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</thead>
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<tr>
<td>Henry Patrick Raleigh, Sackett &amp; Wilhelm Corp., 40x30 [2 copies]</td>
<td>1917</td>
<td>10</td>
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<tr>
<td>&quot;Buy to-day at any bank: buy Liberty Bonds&quot;, 1917</td>
<td>1917</td>
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<tr>
<td>S.L. Bush, unknown publisher, 29x22</td>
<td>1917</td>
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<tr>
<td>&quot;Buy U.S. Government bonds: Remember! The flag of liberty&quot; [Third Liberty Loan], 1917</td>
<td>1917</td>
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<tr>
<td>unidentified artist, Heywood Strasser &amp; Voight, 30x20</td>
<td>1917</td>
<td>12</td>
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<td>&quot;Buy United States Government Bonds; 'My soldier: now I lay me down to sleep…'&quot; [Third Liberty Loan], 1918</td>
<td>1918</td>
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<tr>
<td>H.H. Green, Matthews-Northrup Works, 40x28 [2 copies]</td>
<td>1918</td>
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<tr>
<td>Herbert Paus, U.S. Printing &amp; Litho., 30x20</td>
<td>191?</td>
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<td>&quot;Buy war savings stamps: boys &amp; girls! You can help your Uncle Sam win the war&quot;, 191?</td>
<td>191?</td>
<td>14</td>
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<td>James Montgomery Flagg, American Litho. Co., 30x20</td>
<td>1918</td>
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<td>&quot;Care for her through the YWCA: for every fighter a woman worker&quot;, 1918</td>
<td>1918</td>
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<td>&quot;Clear the way!! Buy bonds/Fourth Liberty Loan&quot;, 1918</td>
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<td>Date</td>
<td>Scope and Contents</td>
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<td>1918</td>
<td>Howard Chandler Christy, Forbes, 30x20 [2 copies]</td>
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<td>&quot;Columbia calls: Enlist now for U.S. Army&quot;, 1918</td>
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<td>Frances Adams Halsted, unknown publisher, 40x30</td>
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<td>&quot;E-E-E-Yah-Yip go over with U.S. Marines&quot;, 1917</td>
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<td>Charles Buckles Falls, unknown publisher, 28x21</td>
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<td>&quot;Farm to win 'over there': join the U.S. boys' working reserve&quot;, 1918</td>
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<td>Adolph Treidler, Government Printing Office, 40x30 [2 copies]</td>
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<td></td>
<td>&quot;Fight or buy bonds: Third Liberty Loan&quot;, 1918</td>
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<td></td>
<td>Howard Chandler Christy, Forbes, 40x30</td>
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<td>&quot;Finish the job: subscribe to the victory liberty loan&quot;, 1918</td>
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<td>unidentified artist, unknown publisher, 32x22 [2 copies]</td>
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<td>&quot;Food will win the war&quot; [&quot;Maistas islaimes kare!&quot;] , 1917</td>
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<td>[Lithuanian], C. E. Chambers, U.S. Food Administration, 30x20</td>
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<td>&quot;Food will win the war&quot;, 1917</td>
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</table>
Scope and Contents

[Yiddish], C. E. Chambers, U.S. Food Administration, 30x20

"For your boy: United War Work Campaign", 1918
Date: 1918

Folder 24

Scope and Contents

Arthur William Brown, Committee on Public Information, 30x20 [2 copies]

"Four years in the fight: the women of France: we owe them Houses of Cheer", 1918
Date: 1918

Folder 25

Scope and Contents

[United War Work Campaign and YWCA], Lucien Jonas, Litho. Co., 42x27 [3 copies]

"Go over the top with U.S. Marines", 1918
Date: 1918

Folder 25.10

Scope and Contents

John A. Coughlin, U.S. Marines, 28x21

"The government asks you to do your Xmas shopping early: do it now", 1918
Date: 1918

Folder 26

Scope and Contents

Haskell Coffin, American Litho. Co., 30x20

"Halt the Hun: buy U.S. Government bonds/Third Liberty Loan", 1918
Date: 1918

Folder 27

Scope and Contents

Henry Patrick Raleigh, Edwards & Deutch Litho., 29x20

"Have you answered the Red Cross Christmas roll call?", 1918
Date: 1918

Folder 28
Scope and Contents
Harrison Fisher, American National Red Cross, 30x28 [3 copies]

"Have you gone your limit in Liberty Bonds? Fighting 4th Liberty Loan", 1918
Date: 1918
Folder 29

Scope and Contents
unidentified artist, unknown publisher, 30x20

"Help stop this: Buy W.S.S. & keep him out of America", 1918
Date: 1918
Folder 30

Scope and Contents
[National War Savings Committee], Adolph Treidler, W.F. Powers Co. Litho., 28x20

"Help them: keep your war savings pledge", 1918
Date: 1918
Folder 31

Scope and Contents

"Hun or home? Buy more Liberty Bonds", 1917
Date: 1917
Folder 32

Scope and Contents
Henry Patrick Raleigh, Edwards & Deutch Litho., 30x20 [2 copies]

"Hunger: for three years America has fought starvation in Belgium…", 191?
Date: 191?
Folder 33

Scope and Contents
Henry Patrick Raleigh, U.S. Food Administration, 29x21 [3 copies]

"I want you for the Navy: promotion for anyone enlisting", 1918
Date: 1918
Folder 34

Scope and Contents
Howard Chandler Christy, Forbes, 41x27 [3 copies]

"I want you for the U.S. Army: nearest recruiting station", 1917
Folder 35
Date: 1917

Scope and Contents

James Montgomery Flagg, Leslie-Judge, 40x30

"V: invest,". 1919

Scope and Contents

unidentified artist, Strobridge Litho. Co., 31x21

"Invest in the Victory Liberty Loan: they kept the sea lanes open", 1918

Scope and Contents

L.A. Shafer, W.F. Powers Co. Litho., 40x30 [4 copies]

"Jewish welfare board: 'civilians: when we go through this we need all the help and comfort you can give"", 1918

Scope and Contents

Sidney Riesenberg, Alco-Gravure Inc., 33x22 [2 copies]

"Joan of Arc saved France: women of America, save your country/ buy war savings stamps", 191?

Scope and Contents

Haskell Coffin, U.S. printing & Litho., 30x20 [4 copies]

"Join the Navy: the service for fighting men", 1917

Scope and Contents

Richard Babcock, unknown publisher, 38x29

"Join the Red Cross: ten million new members by Christmas…", 191?

Scope and Contents

L.N. Britton, U.S. Food Administration, 30x20

"Keep 'em smiling! Help War Camp Community Service", 1918

Date: 1918

Folder 36

Folder 37

Folder 38

Folder 39

Folder 40

Folder 41

Folder 42
### Scope and Contents

**M. Leone Bracker, War Camp Community Service, 42x28**

[A man may be down but he's never out! Salvation Army: home service fund campaign], 1918

- **Date:** 1918

**Frederick Duncan, Sackett & Wilhelm Corp., 41x50**

"Men wanted for the Army", 1914

- **Date:** 1914

**[men running], I.B. Hazgton, unidentified publisher, 41x30**

"Men wanted for the Army", 1908

- **Date:** 1908

**[men manning big gun, Michael P. Whelan, unknown publisher, 41x30**

"Men wanted for the Army", 1908

- **Date:** 1908

**[men manning big gun & radio, Michael P. Whelan, unknown publisher, 41x30**

"Night watch", 191?

- **Date:** 191?

**[Navy lookout], Adolph Treidler, unknown publisher, 19x24**

"Oh, boy! That's the girl! The Salvation Army lassie: keep her on the job", 1918

- **Date:** 1918

**[United War Work Campaign], George M. Richards, Sackett & Wilhelm Corp., 40x30 [2 copies]**

"Over the top for you: buy U.S. Government bonds/Third Liberty Loan", 1918

- **Date:** 1918
Date: 1918

**Scope and Contents**

Sidney Riesenberg, Ketterlinus, 29x20 [2 copies]

"Ring it again: buy U.S. Gov't bonds/Third Liberty Loan", 1918  
Date: 1918

**Scope and Contents**

unidentified artist, Sackett & Wilhelm Corp., 30x20 [2 copies]

"Save food and defeat frightfulness", 1918  
Date: 1918

**Scope and Contents**

[United States Food Administration], Herbert Paus,  
Strobridge Litho. Co., 36x56 [2 copies]

"Save food/don't waste It: 'the President says…'", 191?  
Date: 191?

**Scope and Contents**

[quotation from Woodrow Wilson], Adolph Treidler, U.S.  
Food Administration, 30x20 [5 copies]

"Save food for world relief: 'Lincoln said…'", 191?  
Date: 191?

**Scope and Contents**

[quotation from Abraham Lincoln], unidentified artist,  
Edwards & Deutch Litho., 30x20 [3 copies]

"See him through: help us to help the boys", 1918  
Date: 1918

**Scope and Contents**

[National Catholic War Council, Knights of Columbus],  
Carlson Rice, American Litho. Co., 30x20 [4 copies]

"The service for travel and training: the Navy put 'em across", 1918  
Date: 1918

**Scope and Contents**

H. Reuierdahl, U.S. Navy Recruiting, 46x29 [2 copies]

"The spirit of war camp community service", 1918
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<th>Scope and Contents</th>
<th>Folder</th>
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<tbody>
<tr>
<td>1918</td>
<td>[image of woman at piano with Navy men], unidentified artist, Heywood Strasser &amp; Voight, 30x20 [2 copies]</td>
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<td>&quot;The spirit of war camp community service&quot;, 1918</td>
<td>Folder 57</td>
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<td>1918</td>
<td>[image of Navy men at dinner tables], unidentified artist, Heywood Strasser &amp; Voight, 30x20</td>
<td>Folder 58</td>
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<td>1918</td>
<td>&quot;Teufel hunden, German nickname for U.S. Marines,&quot; U.S. Marines, 1918</td>
<td>Folder 59</td>
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<td>1918</td>
<td>&quot;That liberty shall not perish from the Earth: buy Liberty Bonds&quot;, 1918</td>
<td>Folder 60</td>
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<td>1918</td>
<td>&quot;This device on hat or helmet means U.S. Marines&quot;, 1918</td>
<td>Folder 61</td>
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<td>1918</td>
<td>&quot;This is what God gives us; what are you giving so that others may live?&quot;, 191?</td>
<td>Folder 62</td>
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<td>1918</td>
<td>&quot;To-day buy that Liberty Bond&quot;, 191?</td>
<td>Folder 62</td>
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<td>1918</td>
<td>&quot;U.S. Food Administration: they are giving all; will you send them wheat?&quot;</td>
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<td>1918</td>
<td>&quot;United States Shipping Board: teamwork wins&quot;</td>
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<td>1918</td>
<td>&quot;U.S.A. bonds: weapons for liberty&quot;</td>
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<td>Folder 66</td>
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<td>1918</td>
<td>&quot;United War Work Campaign: one of the thousand YMCA girls in France&quot;</td>
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<td>1918</td>
<td>&quot;United we serve: United War Work Campaign, $170.500.000&quot;</td>
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<td>1919</td>
<td>&quot;Victory Liberty Loan: for home and country&quot;</td>
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</table>

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Date: 1919

Scope and Contents

Alfred Everitt Orr, American Litho. Co., 40x30 [2 copies]

"Victory Liberty Loan: and they thought we couldn't fight", 1919

Folder 70

Date: 1919

Scope and Contents

Clyde Forsythe, Ketterlinus, 41x30 [2 copies]

"Victory Liberty Loan: Sure! We'll finish the job", 1918

Folder 71

Date: 1918

Scope and Contents

38x26 [2 copies]

"When the boys come home: 'While I was over there/what were you doing here?' Students of America, how will you answer him?", 1918

Folder 72

Date: 1918

Scope and Contents

W.T. Benda, unknown publisher, 28x21 [2 copies]

"Will you supply eyes for the Navy?", 1918

Folder 73

Date: 1918

Scope and Contents

Grant, Sackett & Wilhelm Corp., 30x20, [2 copies]

"YMCA: lend your strength to the red triangle", 1918

Folder 74

Date: 1918

Scope and Contents

Gil Spear, unknown publisher, 28x20 [2 copies]

"YMCA united war work campaign", 1918

Folder 75

Date: 1918

Scope and Contents

[Pershing quotation], J.J.W. Puris, Alco-Gravure Inc., 33x22 [5 copies]

"YMCA: his home over there", 1918

Folder 76

Date: 1918
**World War I and World War II Propaganda Posters, 1941–1944, undated**

*Date:* 1941–1944, undated

**Scope and Contents**

This series primarily contains motivational posters, particularly aimed at the home front. Topics include presidential quotations, the U.S. Crop Corps, industrial production, and fuel rationing. The series includes an 8 x 10 inch broadside entitled "Beware of Female Spies."

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Instances</th>
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<tbody>
<tr>
<td>&quot;Beware of female spies&quot;, circa 1942</td>
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<td>Date: circa 1942</td>
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**Scope and Contents**

Yard Intelligence Office, 8X10

<table>
<thead>
<tr>
<th>&quot;Books are weapons in the war of ideas&quot;, 1942</th>
<th>Folder 2</th>
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**Scope and Contents**

S. Broder, U.S. Government Printing Office, 28x20

<table>
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<th>&quot;Buy war bonds: make your own declaration of war&quot;, 1941</th>
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<td>Date: 1941</td>
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**Scope and Contents**


<table>
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<th>&quot;Buy war bonds: till we meet again&quot;, 1942</th>
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### Scope and Contents

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<tr>
<td>&quot;Brotherhood week: February 19th to 28th, 1943&quot;, 1943</td>
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<tr>
<td>[quotation from Franklin D. Roosevelt], unidentified artist, Office of War Information, 1943</td>
<td>1943</td>
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<td>&quot;Food is a weapon: don't waste it! Follow the National Wartime Nutrition Program&quot;, 1943</td>
<td>1943</td>
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<td>&quot;Fuel fights! Save your share&quot;, 1943</td>
<td>1943</td>
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<tr>
<td>&quot;Good news from home: more production&quot;, 1942</td>
<td>1942</td>
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<tr>
<td>&quot;Join women's land army of the U.S. Crop Corps&quot;, 1943</td>
<td>1943</td>
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<td>&quot;Neither must fail!&quot;, 1943</td>
<td>1943</td>
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<tr>
<td>&quot;No loyal citizen of the United States…&quot;, early 1940s</td>
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[Steven Dohanos, U.S. Government Printing Office, 40x29]

[Steven Dohanos, U.S. Government Printing Office, 40x29]
### Scope and Contents

[quotation from Franklin D. Roosevelt], Adolph Treidler, U.S. Government Printing Office, 29x20

| "Pitch in and help! Join the Women's Land Army of the U.S. Crop Corps", 1944 | Folder 12 |
| Date: 1944 |

### Scope and Contents

Hubert Morley, U.S. Government Printing Office, 28x20

| "The state of this nation is good…", 1943 | Folder 13 |
| Date: 1943 |

### Scope and Contents

[quotation from Franklin D. Roosevelt], unidentified artist, Office of War Information, 14x20

| "U.S. Crop Corps: work on a farm this summer", 1943 | Folder 14 |
| Date: 1943 |

### Scope and Contents


| "We are now in this war; we are all in it all the way", 1941 | Folder 15 |
| Date: 1941 |

[quotation from Franklin D. Roosevelt], Adolph Treidler, U.S. Government Printing Office, 24x18

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