



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the U.S. Savings Bond Stamp Collection

NMAH.AC.0758

Alison Oswald

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	U.S. Savings Bond Stamp Collection
<b>Date:</b>	1949-1970
<b>Identifier:</b>	NMAH.AC.0758
<b>Creator:</b>	Gottlieb, Rosalie F. (Donor) Luchton, Bernard, 1924-1970 (Designer)
<b>Extent:</b>	1 Cubic foot (2 boxes)
<b>Language:</b>	English .
<b>Summary:</b>	Collection consists of advertising materials relating to Bernard Luchton's development of U.S. Savings Bond Stamps, including scrapbooks, posters, drawings, and photographs.

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## Administrative Information

### Acquisition Information

Collection donated by Rosalie F. Gottlieb, December 27, 2000.

### Processing Information

Collection processed by Alison Oswald, 2003.

### Preferred Citation

U.S. Savings Bond Stamp Collection, 1949-1970, Archives Center, National Museum of American History.

### Restrictions on Access

Collection is open for research and access on site by appointment. Unprotected photographs must be handled with gloves.

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## Biographical / Historical

Bernard M. Luchton (1924-1970) was an exhibits specialist with the Department of Labor and later joined the Department of Treasury as Art Director for the Treasury's Savings Bond Division. He designed the 1958 25-cent U.S. Savings Stamp (Minute Man).

## Scope and Contents

This collection consists of savings bond stamp campaign materials—posters, pamphlets, and brochures—primarily from the late 1950s to the early 1960s, to promote the purchase of savings bonds. There are also photos and news about publicity events and displays at bond stamp rallies. Many of the savings bond campaign slogans talk about "planning for your future" and "keep freedom in your future." The scrapbooks provide examples of various savings bond stamp campaigns and some include a poster, volunteer canvasser's guide and chairman's guide promoting each campaign. The collection is arranged into three series—Background Information, Scrapbooks, and Miscellaneous.

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## Arrangement

Divided into 3 series

Series 1: Background Information, 1949, 1956

Series 2: Scrapbooks, 1950s-1960s

Series 3: Miscellaneous, 1950-1970

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

- Rallies
- Savings bonds
- Savings stamps
- advertising -- 1950-2000

### Types of Materials:

- Brochures -- 1950-2000
- Pamphlets -- 1950-2000
- Photographs -- 1950-2000
- Posters -- 1950-2000
- Publicity photographs
- Scrapbooks -- 1950-2000

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## Container Listing

### Series 1: Background Information, 1949, 1956

Box 1, Folder 1      Biographical, 1949, 1956

Box 1, Folder 2      Photographs, undated

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## Series 2: Scrapbooks, 1950s-1960s

Box 2, Folder 1	U.S. Savings Bond Guide for Mobilizing Community Leadership, 1950s
Box 1, Folder 4-6	Scrapbook #1, Various savings bond drives, 1960s
Box 2, Folder 2	Scrapbook #2, Various savings bond drives, 1960s
Box 2, Folder 3-7	Scrapbook #3, Various Savings bond drives (includes broadsides, bulletin posters, citations, packets, and publications), 1960s
Box 1, Folder 3	Project Mercury Spacecraft Bond Drive, 1962

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## Series 3: Miscellaneous, 1950-1970

Box 1, Folder 7

Miscellaneous, 1950-1970

Box 2, Folder 8

Miscellaneous posters and drawings, 1955-1963

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