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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Pete Claussen Collection of American Flag Magazine Covers
Identifier: NMAH.AC.0860
Date: 1941-1943
Extent: 7 Cubic feet (21 boxes)
Creator: Claussen, Pete
Language: English
Summary: American magazines and magazine covers dating from 1941 through 1943 with illustrations of the American flag collected and donated by Pete Claussen.

Administrative Information

Acquisition Information
Donated by Pete Claussen in May 2004 and January 2007.

Related Materials
Materials in the Archives Center
Ivory Soap Advertising Collection, 1883-1998 (AC0791)
Warshaw Collection of Business Americana (AC0060)
Fred S. Rosenau Papers, 1944-1945 (AC0478)
Jes Wilhelm Schlaikjer Poster Collection, 1942-1952 (AC0546)
Some of the magazines in this collection are in bound editions in the Smithsonian Institution Libraries.

Processing Information
Processed by Christopher Abraham (intern), October 29, 2004, revised by Joseph Neuuman (volunteer), 2006; revised by Christine McClatchie (volunteer), 2007; supervised by Vanessa Broussard Simmons, archivist.

Preferred Citation
Pete Claussen Collection of American Flag Magazine Covers, Archives Center, National Museum of American History
Restrictions

The collection is open for research use.

Physical Access: Researchers must handle unprotected photographs with gloves.

Conditions Governing Use

Copyright held by the Smithsonian Institution. Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Reproduction permission from Archives Center: fees for commercial use.

Accruals

Mr. Claussen is committed to supplementing the collection with missing titles as he obtains them.

Biographical / Historical

The National Publishers Association coordinated a campaign with the United States Department of the Treasury in the summer of 1942 to feature the American flag on magazine covers. Paul MacNamara, a publicist with the Hearst Corporation in New York, conceived of the campaign. The magazine industry could demonstrate its patriotism and the importance of magazines to American morale and at the same time justify its use of paper and other resources in the face of rationing. The Treasury Department endorsed the program and assisted magazine publishers by organizing store displays designed to show off the covers to the public. The federal government benefited from the campaign as many magazines, at the request of the Treasury Department, ran advertisements for war bonds. About five hundred magazines participated in this campaign.

The campaign rules required that the flag was not to have any overprinting, was to be displayed according to flag protocol, and was to appear with the motto "United We Stand." The motto, long a part of American history, came from the 1768 ballad The Liberty Song by John Dickenson. The United States Flag Association, in support of the "United We Stand" campaign, selected winning cover designs and awarded its Patriotic Service Cross to eight magazines and the Cross of Honor to the grand prize winner. Harper's Bazzar, House and Garden, Infantry Journal, The Merck Report, Modern Industry, NYLIC Review, This Week and Time earned the Patriotic Service Cross. The House and Garden cover, as the grand prizewinner, also was awarded the Cross of Honor.

The Treasury Department attempted to reprise the campaign again in 1943, but participation was scattered and not on the same level as the original 1942 campaign.

Scope and Contents

This collection contains American periodicals and periodical covers dating from 1941 through 1943 that depict the American flag. There is one cover dating from 1941. Series one consists of the periodicals and periodical covers. Oversized materials are located at the end of the collection but are alphabetized in the container list. Series two is composed of period ephemera related to the flag.

The artwork on the covers illustrates the flag in a variety of styles, from a small inset on an unrelated image to a color spread encompassing nearly the entire cover. In some instances, the flag appears in
patriotic scenes of American life on the home front while in others it appears in battle or in close proximity to specific factories or consumer products.

Beyond their covers, the periodicals contain a snapshot of American life during the middle years of the Second World War. They include an extremely broad range of interests and topics ranging from embalming practices to railroad employee journals. War-related themes are conveyed in the form of patriotic articles, practical advice and knowledge, jokes, and caricatures of enemies. Photographs provide a visual depiction of day-to-day life during the period. Periodicals in the collection include magazines, comic books, community newspapers, and story collections. Most are imprinted with a date of publication or copyright and many include the "United We Stand" slogan. Non-periodical materials in the collection include a "United We Stand" postcard, an Indiana public schools syllabus entitled "Character Education," and a booklet entitled "Make and Mend for Victory" with instructions for making clothing wear longer. A reprint of a letter of appreciation for high achievement in the production of war equipment sent to the White Motor Company by the Under Secretary of War is included, along with a similar letter to the Hoover Company. Also part of this series is a 1942 magazine which captures the patriotic spirit of the time but does not depict the American flag.

This collection represents a contribution to the understanding of American patriotism and patriotic symbolism in American life, as well as mutually beneficial collaboration between the United States government and private industry.

In July 2002, Mr. Pete Claussen, a member of the Museum's National Board, viewed the exhibit July 1942: United We Stand (http://www.americanhistory.si.edu). The exhibition featured American flag cover art. Most of the covers in the exhibition were loaned to the Museum. Mr. Claussen became so interested in the covers that he began collecting them and donating them to the Museum.

Arrangement

The collection is arranged in two series.

Series 1, Magazine Flag Covers, 1941-1943

Series 2, Ephemera, 1942-1943

Names and Subject Terms

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

Subjects:
- Flags -- United States
- Patriotism
- World War, 1939-1945

Types of Materials:
- Magazines (periodicals) -- 1940-1950
Container Listing

Series 1: Magazine Covers, 1941-1943
Includes the magazines or magazine covers and are arranged first by size and then in alphabetical order by title.

Box 1, Folder 1  Accident Prevention, 1942 August
Box 1, Folder 2  Ace Comics, 1942 August
Box 1, Folder 3  Ace Sports, 1942 August
Box 1, Folder 4  Adventure, 1942 August
Box 1, Folder 5  Aero Digest, 1942 July
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Box 2, Folder 20  Astounding Science Fiction, 1942 July
Box 2, Folder 21  Astrology Guide, 1942 July-August
Box 2, Folder 22  Atlantic, The, 1942 July
Box 2, Folder 22  Atlas Family, The, 1942 July
Box 2, Folder 23  Audubon, 1942 July-August
Box 2, Folder 24  Automobile Digest, 1942 July
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Box 3, Folder 15  Botanist, The, 1942 May-June-July

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Box 3, Folder 34  Child Life, 1942 July
Box 3, Folder 35  Children's Playmate Magazine, 1942 July
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Box 3, Folder 38  Civil Engineering, 1942 July
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Image(s)
Box 15, Folder 10  Colliers, 1942 July, 1943 July
Image(s)

Collier's, July 11, 1942 [colorized reproduction photograph on magazine cover], 1942
1 Item (13.5" x 10.75").

Image(s): Collier's, July 11, 1942 [colorized reproduction photograph on magazine cover].
Colliers (Newark, NJ.), Creator
English.
General Douglas MacArthur standing in front of an American flag; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.

Local Numbers
AC0860-0000009.tif (AC Scan)

In Box 15, Folder 10.

Names: MacArthur, Douglas, 1880-1964
Topic: Flags -- United States
World War, 1939-1945 -- United States
Genre/Form: Periodicals -- 1940-1950
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<td><em>Electronics</em>, 1942 July</td>
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<td><em>Esquire</em>, 1942 July, 1942 August</td>
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<td><em>Family Circle, The</em>, 1942 July</td>
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<td><em>Farm Bureau News (Jefferson County)</em>, 1942 July</td>
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*Liquor Store and Dispenser, 1943 July*

Box 7, Folder 14  
*Listen, 1942 July*

Box 7, Folder 14  
*Little Orphan Annie’s Junior Commandos, 1942*

Box 7, Folder 15  
*Lock Operator, The, 1942 July*

Box 7, Folder 16  
*Long Lines, 1942 July*

Box 17, Folder 3  
*Look, 1942 July*  
Image(s)

Box 7, Folder 17  
*Louis Allis Messenger, The, 1942 July-August*

Box 7, Folder 18  
*Louisville and Nashville Employee’s Magazine, The, 1942 June*  
Image(s)

The Louisville & Nashville Employe’s [sic] Magazine, vol. 18, No. 6, June 1942, 1942  
1 Item  
Claussen, Pete, Collector  
Claussen, Pete, Donor  
English.  
Cover has an image of an L&N locomotive with stylized white eagle and stylized flag backdrop. Artist unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.
Local Numbers

AC0860-0000004.tif (AC Scan: cover reproduction of a painting)

In Box 7, Folder 18.

Bibliography


Topic:
- Eagles -- Design elements
- Flags -- United States
- Locomotives
- Louisville and Nashville Employe's [sic] Magazine
- Patriotism

Genre/
- Magazines (periodicals) -- 1940-1950

Form:
- Paintings -- Reproductions

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Love Fiction Monthly, 1942 August

Box 20, Folder 7  
Love Story Magazine, 1942 July

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Lyre of Alpha Chi Omega, The, 1942 June

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Machine Design, 1942 July

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Machinist's Monthly Journal, 1942 July

Box 7, Folder 21  
Mademoiselle, 1942 July, 1943 July

Box 7, Folder 22  
Magazine Digest, 1942 July

Box 7, Folder 23  
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Management Review, The, 1942 July

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Manufacturers Record, 1942 June

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Marine Progress, 1942 July

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*McCall's*, 1942 July

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*Mechanical Engineering*, 1942 July

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*Mechanix Illustrated*, 1942 July, 1942 August

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*Men's Apparel Reporter*, 1942 July

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*Men's Wear*, 1942 June

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*Merrie Melodies Looney Tunes*, 1942 August

Box 7, Folder 37  
*Merck Report, The*, 1942 July

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*Message Magazine, The*, 1942 July

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*Metronome*, 1942 July

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*Metropolitan Electrical News*, 1942 August

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*Michigan Farmer*, 1942 July

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*Military Engineer, The*, 1942 July

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*Milk Dealer, The*, 1942 June

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*Milk Plant Monthly*, 1942 June

Box 8, Folder 6  
*Milking Shorthorn Journal*, 1942 August
Image(s)

Milking Shorthorn Journal, August 1942 [reproduction photograph on magazine cover], 1942
1 Item (Ink on paper.; 11" x 8.5").

Image(s): Milking Shorthorn Journal, August 1942 [reproduction photograph on magazine cover].

Milking Shorthorn Journal, Creator
English.

Magazine cover includes an American flag in color juxtaposed with a reproduction of a black-and-white photograph of a bull with a ring in its nose; photographer unidentified.

Local Numbers
AC0860-0000003.tif (AC Scan)

In Box 8, Folder 6.

Topic:  
Cattle  
Dairy cattle  
Flags -- United States  
Milking  
Patriotism  
Periodicals  
World War, 1939-1945 -- United States

Genre/Form:  
Photographs -- 1940-1950 -- Reproductions

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*Mill and Factory*, 1942 July

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*Milwaukee Magazine, The*, 1942 July

Box 8, Folder 9  
*Minicam Photography*, 1942 July

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*Model Airplane News*, 1942 August

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*Modern Beauty Shop*, 1942 January, 1942 July

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*Modern Craftsman, The*, 1942 July

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*Modern Industry*, 1942 June

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*Motor Age, 1942 April, July, 1943 July*

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*Motor Service, 1942 June*

Box 8, Folder 22  
*Motorboat, 1942 July*

Box 8, Folder 23  
*Motor Boating, 1942 July*

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*Motorman Conductor and Motor Coach Operator, The, 1942 August*

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*Movie Life, 1942 August*

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*Movie Makers, 1942 July*

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*Movie-Radio Guide, July*

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*Movie Stars, 1942 August*

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*Movie Stars Parade, 1942 August*

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*Movie Story, 1942 August*

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*Mutual Magazine, The*, 1942 July

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*National Butter and Cheese Journal*, 1942 July

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*National Cleaner and Dryer, The*, 1942 July

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*National Furniture Review*, 1942 July

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*National Geographic, The*, 1942 July

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*National Horseman, The*, 1942 July

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*National Live Stock Producer*, 1942 July

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*National Message, The*, 1942 July

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*National Painters Magazine*, 1942 June

Box 9, Folder 3  
*National Safety News*, 1942 July, August, September, October, November

Box 9, Folder 3  
*National Sign Journal, The*, 1942 August

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*National Underwriter, The*, 1942 July

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*Nation's Agriculture, The*, 1942 July - August

Box 9, Folder 5  
*Nation's Business*, 1942 July

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*NCR Factory News*, 1942 July

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Box 19, Folder 8  New York Time Magazine, 1942 June
Box 9, Folder 11 New Yorker, The, 1942 July
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Painter and Decorator, The, 1942 July

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*Pictorial News of the Day*, 1942 July

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*Pictorial Review*, 1942 June  
Image(s)

Pictorial Review of June 28, 1942 [black-and-white reproduction of photograph], 1942  
1 Item (15.25" x 11.5").

Image(s): Pictorial Review of June 28, 1942 [black-and-white reproduction of photograph].

Boston Sunday Advertiser, Publisher  
English.

Image of soldier saluting the American Flag; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.

Local Numbers  
AC0860-0000013.tif (AC Scan)

In Box 19, Folder 10.

Topic:  
Flags -- United States  
Patriotism  
World War, 1939-1945 -- United States

Genre/ Form:  
Periodicals -- 1940-1950

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*Picture Show*, 1942 July

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*Pit and Quarry*, 1942 July

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*Plumbing and Heating Business*, 1942 July

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*Poly Men*, 1942 July
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| Box 11, Folder 9  | *Roche Review*, 1942 July |
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*Rudder, The*, 1942 July

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*Safer Way, The*, 1943 July

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*Sales Management*, 1942 July

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*Sample Case, The*, 1942 August, 1943 July-August

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*San Francisco Police and Peace Officer's Journal*, 1942 July

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*Saturday Evening Post, The*, 1942 July, 1943 July

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*Scintillator, The*, 1942 August

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*Scouting*, 1942 July

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*Screen Guide*, 1942 August

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*Screen Romances*, 1942 August

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*Screenland*, 1942 July

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*Sea Power*, 1942 June and August

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*Selling to Men*, 1943 August

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*Shadow, The*, 1942 August

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*Shell Progress*, 1942 July
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*Shipmate*, 1942 July

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*Shipping Management*, 1942 July

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*Shorthorn World, The*, 1942 June

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*Short Stories*, 1942 July

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*Signs of the Times (Advertising)*, 1942 July

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*Signs of the Times: The World's Prophetic Weekly*, 1942 July and August

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*Silver Screen*, 1942 August

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*Skyscraper Management*, 1942 June

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*Soldier's Digest, The*, 1942

Box 12, Folder 9  
*Song Hits*, 1942 August

Box 12, Folder 10  
*S.O.S. Signal*, 1942 July

Box 12, Folder 11  
*Southern Funeral Director*, 1942 June

*Image(s)*

[Cover for June 1942 issue of The Southern Funeral Director: colorized reproduction of black-and-white photograph.], 1942

1 Item (12"x9"

*Image(s)*

Claussen, Pete, Collector
Claussen, Pete, Donor

English.

Reproduction of photograph of Cleve Mincy, Georgia President of Southern Funeral Directors; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.

Local Numbers

AC0860-0000007.tif (AC Scan)

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**Topic:** Flags -- United States
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*Street and Smith’s Love Story*, 1942 May

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*Successful Farming*, 1942 July

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*Sunoco Diamond*, 1942 July

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Box 21, Folder 6  Upstate Traffic Department Bulletin, 1943 July
Box 21, Folder 7  "Well Done", A Message to Westinghouse Employees, 1942

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