Guide to the Pete Claussen Collection of American Flag Magazine Covers

NMAH.AC.0860
Christopher Abraham
October 29, 2004
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.

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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

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
Photographs -- 1940-1950 -- Color -- Reproductions

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*Horoscope, 1942 July*

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*Hospitals, 1942 July*

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*House and Garden, 1942 July*

Box 16, Folder 13  
*House and Garden, 1942 July*
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Box 16, Folder 14  *House Beautiful*, 1942 Summer

Box 6, Folder 19  *House Furnishing Review*, 1942 July

Box 16, Folder 15  *Household Magazine, The*, 1942 July, 1942 September

Box 16, Folder 19  *Houston Ways*, 1942 August

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Image(s)

Box 6, Folder 24  *Ice and Refrigeration*, 1942 July

Box 6, Folder 25  *Illinois Agricultural Association Record, The*, 1942 July

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Box 6, Folder 27  *Improvement*, 1942 July

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Box 6, Folder 28  *Industrial Marketing*, 1942 July

Box 6, Folder 29  *Industrial Standardization and Commercial Standards Monthly*, 1942 July

Box 6, Folder 30  *Infant’s and Children’s Wear Review*, 1942 July

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*Jack and Jill, 1942 July*

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*Jersey Bulletin, The, 1942 July*

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*Jeweler's Circular Keystone, 1942 July*  
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Box 6, Folder 38  
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The Louisville & Nashville Employee's [sic] Magazine, vol. 18, No. 6, June 1942, 1942

*1 Item*


Claussen, Pete, Collector
Claussen, Pete, Donor

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/ Form: Magazines (periodicals) -- 1940-1950
Paintings -- Reproductions

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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

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)

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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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"PIC,", 1942 July, 1943 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

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

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*Skyscraper Management*, 1942 June

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*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

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

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Ink on paper.

Local Numbers
AC0860-0000007.tif (AC Scan)

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Flags -- United States  
Patriotism  
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Box 12, Folder 23  Steel, 1942 June
Box 19, Folder 11  Steel Horizons, Volume 4, Issues 1 & 2 1942 Image(s)
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*Tick Tack*, 1942 June and September

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*Town and Country*, 1942 July

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<td><em>Wild West Weekly</em></td>
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<td>14, Folder 11</td>
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Series 2: Ephemera, 1942-1943

Includes brochures, flyers, postcards, and company advertisements which use images of the American flag during the same time period. The materials are arranged in alphabetical order by title.

Box 21, Folder 1  Army-Navy Salutes Production, White Motor Company, 1942
Box 21, Folder 2  Character Education, 1942
Box 21, Folder 3  "E Flies High at the Hoover Company, The, 1942
Box 21, Folder 4  Make and Mend for Victory, 1942
Box 21, Folder 5  "United We Stand" (postcard), 1942 July
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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