

PRITZKER MILITARY MUSEUM & LIBRARY

104 S. Michigan Avenue, Chicago, IL 60603

archives@pritzkermilitary.org

312-374-9333

Seventh and Eighth War Loan Collection

Creator: John Engle
Dates: 1945
Quantity: 0.1 linear feet, 1 folder
Acquisition: Donated by John Engle, March 31, 2009
Identification: PMML ID# 800028, OCLC# 951819293, Call# PAPERS 00055
Citation: [Document Title]. The Seventh and Eighth War Loan Collection, [Box #, Folder #], Pritzker Military Museum & Library, Chicago, IL.
Language: English
Finding Aid: Brie Montoya, 2016; Updated by Andrea Martinez, 2018

Archival collections are stored at a remote archival facility. Please contact the Museum & Library at least 48 hours in advance of your visit to view an archival collection.

Biographical Note

The Seventh War Loan Drive started just days after V-E Day, running from May 14, 1945 through June 30, 1945. Initially, the goal was to raise \$14 billion, but that was far exceeded with the drive collecting over \$26 billion. The War Finance Division worked with the Motion Picture Industry to sell the bonds. In doing so, various materials were sent to theaters with ideas for free movie days, war bond premieres, and children's days, along with suggested radio announcements, posters, buttons, and newspaper advertisements for the events. The public would then be solicited at these events to purchase bonds.

The Eighth War Loan Drive was the final drive and it occurred between October 29, 1945 and December 8, 1945. Because the drive did not run during an ongoing war time, the goal was set low at \$11 billion. However, the drive nearly doubled its goal, collecting \$21 billion.

An envelope in the collection shows that some, if not all, of these materials were sent to the Clyde Theatre in Langley, Washington. The theatre was opened September 16, 1937 and, as of June 2016, is still open for business.

Scope and Content of the Collection

The Seventh and Eighth War Loan Collection contains materials that were sent to motion pictures theaters in anticipation of the launch of the war bond drives. As the cover letter states, the Seventh War Loan Drive portfolio's papers outline the National Committee's ideas for "War Bond Premieres, Free Movie Days, Children's Days, Glenn Miller Day, workable exploitation ideas, V-E Day suggestions, articles, editorials, posters, radio announcements and newspaper advertisements". Also included is a large booklet containing similar material that readied those selling bonds in the Eighth War Loan Drive.

Arrangement

The collection arrived in no discernable order. Although they share one folder, the papers and envelope for the Seventh War Loan Drive have been placed ahead of the booklet for the Eighth War Loan Drive. The collection consists of two series:

Series One: Seventh War Bond Drive

The papers in this series pertain to the Seventh War Bond Drive and were originally included in a portfolio that was sent to Clyde Theatre. The papers include guidelines for "exploitation ideas" such as hosting G.I. weddings, hosting an arsenal exhibit with local veteran organizations, holding an auction, or working in conjunction with other local businesses to promote the theatre as a place to purchase bonds. Papers also include scripts from radio spots and announcements that can be made from the theatre's loudspeakers out into the streets.

Series Two: Eighth War Bond Drive

This series consists of a large booklet that pertains to the Eighth, and final, drive for World War II bonds. It contains similar materials to those found in Series One, including a work schedule, information on companies the theatre can purchase posters, banners, and buttons from, directions for newspaper promotions, and ideas on how to most effectively solicit the bonds.

Rights

Copyrights held by John Engle were transferred to the Pritzker Military Museum & Library. All other rights are held by the author or publisher. Users assume responsibility for following copyright laws as established by US Code Title 17.

Separations

Item ID	Call Number	Description	Location
800028028		Poster - "All-Star Bond Rally. Hollywood's salute to the Mighty Seventh."	Flatfiles - PRINT 01007
800028029		Poster - "Don't walk out on me now! ...Let's finish. Buy Victory Loan Bonds!"	Flatfiles - PRINT 01008
800028030		Poster - "Thank God your boy is safe! Make it a real joyous Thanksgiving. Buy a Bond."	Flatfiles - PRINT 01009
800028031		Poster - "Speed total victory... Buy Bonds!"	Flatfiles - PRINT 01010
800028032		Poster - "V-E Day yet 8 million Americans still fighting the Japs. Help 'em finish it. Speed total victory... Buy Bonds!"	Flatfiles - PRINT 01011
800028033		Poster - "Want to see a movie free?"	Flatfiles - PRINT 01012
800028034		Poster - "War Bonds Premiere. Your Bond purchased here is you free admission."	Flatfiles - PRINT 01013
800028035		Poster - "All-Star Bond Rally. 19 Minutes of Big-Time Entertainment"	

Key Subjects

This collection is indexed under the following headings in the Library's online catalog. Researchers interested in materials about related topics, persons, or places should search the catalog using these subject headings.

Subjects

Motion picture industry -- United States.

Propaganda.

War bonds & funds -- United States -- 1940-1950.

Container List

Box	Folder	Item ID #	Title	Dates
			Series One: Seventh War Bond Drive	1945, n.d.
		800028001	Special Memorandum to State Chairmen from the Treasury Department - regarding Special Events Directors and Army-Navy Liaison	3/28/1945
		800028002	Letter to Mr. Samuel Pinanski, Chairman of the Seventh War Loan Committee from Henry Morgenthau, Jr., Secretary of Treasury	4/12/1945
		800028003	"This is the Showmen's Seventh War Loan Drive" pamphlet	5/14/1945-6/30/1945
		800028004	Show World's Seventh War Bond Salute to Major Glenn Miller; held on National Glenn Miller Day, 6/5/1945	c. 6/5/1945
		800028005	V-E Bond Selling Suggestions from the Treasury Department	n.d.
		800028006	A New "Philadelphia Story" - Philadelphia Really Sold Bonds! from the Treasury Department	n.d.
		800028007	How to Become an Issuing Agent! from the Treasury Department	n.d.
		800028008	Exploitation Ideas	n.d.
		800028009	Advertisement for theaters to buy buttons to hand out to the people who purchased the bonds from their business	n.d.
		800028010	Flyer for the bond advertisement posters available at the National Screen Service Exchange	n.d.

800028011	Agreement of National Distributions Regarding Pictures for 7th War Loan Campaign Showings	n.d.
800028012	Advertisement for mats promoting free tickets to War Bond Premiere movie day	n.d.
800028013	Document with tips for the War Bond Premiere day	n.d.
800028014	Hollywood Advertising Company advertisement for available 7th War Loan Bonds banners, flags, and pennants	n.d.
800028015	Advertisement for Bing Crosby's "Buy A Bond" and three "bond-selling trailers"	n.d.
800028016	List of Military Liaison and Special Events Chairmen in Each State	n.d.
800028017	Diagram of a stage setup	n.d.
800028018	Announcement to "take advantage of the help these National Organizations [The American Legion and Boys' Clubs of America, Inc.] are offering"	n.d.
800028019	Advertisement for mats promoting free tickets to War Bond Premiere movie day	n.d.
800028020	Publicity Editorial suggestions to submit to local newspapers	n.d.
800028021	Suggestion of photographs to submit to local newspapers with information on purchasing the mats shown in the photographs	n.d.
800028022	Advertisement for mats promoting free tickets to War Bond Premiere movie day	n.d.
800028023	Scripts for "Your Seventh War Loan Radio Spot Announcements"	n.d.
800028024	Advertisement for the "All-Star Bond Rally"	n.d.
800028025	Empty envelope - "To Be Used for V-E Day. Confidential!"	n.d.

800028026	Empty envelope - 7th War Loan materials sent to Clyde Theatre in Langley, Washington	n.d.
-----------	--	------

Series Two: Eighth War Bond Drive

1945

800028027	Booklet - "Finish the Job. Victory Loan. October 29-December 8"	10/29/1945- 12/8/1945
-----------	---	--------------------------