

Collection #  
P0156

## WORLD WAR II POSTER COLLECTION, 1942, 1943, N.D.

[Collection Information](#)

[Historical Sketch](#)

[Scope and Content Note](#)

[Series Contents](#)

[Cataloging Information](#)

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### COLLECTION INFORMATION

VOLUME OF COLLECTION:	1 box OVC Graphics, 13 oversize posters in flat file storage
COLLECTION DATES:	1942, 1943, n.d.
PROVENANCE:	Rowland Allen, Indianapolis, July 1973; Unknown, 1974; Indiana State Chamber of Commerce, 1988

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS:

ACCESSION NUMBER: 1973.0705, 1974.0509, 1988.0600

NOTES:

## HISTORICAL SKETCH

War posters served an important role on the Home Front in the United States during World War II. The posters served to keep Americans informed of the war, remind them of their patriotic duties, and instill a sense of anger towards the enemy nations. This collection contains posters from the Office of War Information, the Vital to Victory series, and a few on the subject of War Relief.

The Office for War Information was created by an executive order in June 1942. Records on the Office of War Information state that its function was “to promote, in the United States and abroad, understanding of the status and progress of the war effort and of war policies, activities, and aims of the U.S. government.” The posters in this collection are mainly used to rally public support to the cause by reminding people of enemy atrocities and victories won by the military. Also included are a few posters done by Norman Rockwell, celebrating rights that Americans hold dear and showing how buying bonds helps protect those rights. The posters range from 1942–1943.

The Vital to Victory series is a locally produced group of six posters devoted to informing people in Indiana of the important role that laundry plays in the war effort. The posters are meant to encourage laundry workers by showing how their work is valuable for the war effort and uses images of soldiers to show how they keep Americans fighting. These posters were printed in 1942 by Brown and Binford of Indianapolis.

The final series of posters are for War Relief Funds. The International Red Cross considered war relief to civilians to include “financial aid, food, clothing, medical and sanitary supplies, ambulance and automotive equipment, and transportation services.” Funds donated through the various relief funds allowed such items to be purchased and sent overseas to the countries in need. The goal was to help Axis-held countries survive occupation and then help countries affected by war rebuild. There are two posters produced by Russian War Relief Inc. and one from the Greek War Relief Association. The posters call for Americans to help the people of these war-torn countries rebuild through monetary donations. Russian War Relief, Inc. was not connected with the American government. The Greek War Relief Association was founded in 1940, shortly after Italy invaded Greece. The group raised money to send food, clothing, and medical supplies to Greece. The Greek poster was part of the National War Fund.

### Sources:

“Greek War Relief Association.” Saint Barbara Greek Orthodox Church. Accessed 26 March 2008. [http://www.saintbarbara.org/about/war\\_relief.cfm](http://www.saintbarbara.org/about/war_relief.cfm)

Information from the collection.

“Records of the Office of War Information.” The National Archives. Accessed 19 March 2008. <http://www.archives.gov/research/guide-fed-records/groups/208.html#208.1>

“World War II Accomplishments of the Red Cross.” The International Red Cross. Accessed 26 March 2008. <http://www.redcross.org/museum/history/ww2a.asp>

## SCOPE AND CONTENT NOTE

The posters have been arranged by organization. The Contents section of the collection guide lists the Title, Artist (if identified), Size, Organization, Printer, and a Description.

Series 1: Office of War Information Posters

Series 2: Indiana Vital to Victory Posters, six multi-chromatic posters publicizing the work of laundry and dry cleaning employees as “Vital to Victory” all printed in 1942 by Brown & Binford of Indianapolis. Walt White credited as artist for two posters.

Series 3: War Relief Posters

## SERIES CONTENTS

### Series 1: Office of War Information Posters, 1942, 1943, n.d.

#### CONTENTS

**Title:**

a careless word...A NEEDLESS LOSS

**Artist:** Anton Otto Fischer

**Size:** 40 x 28 inches

**Organization:** OWI Poster No. 36 Division of Public Inquiries, Office of War Information, Washington D.C.

**Printer:** U.S. Government Printing Office : 1943—O-506018

**Description:** Dead sailor washed up on beach

**Title:**

AMERICANS will always fight for liberty 1778  
1943

**Artist:** B[ernard] Perlin

**Size:** 28 x 20 inches

**Organization:** OWI Poster No. 26, Division of Public Inquiries, Office of War Information, Washington, D.C.

#### CONTAINER

Oversize Graphics:

Folder 1

Flat File 2-b

Oversize Graphics:

Folder 2

Flat File 2-b

**Printer:** U.S. Government Printing Office: 1943—  
O-502684

**Description:** Revolutionary War Soldiers with rifles under caption 1778 and World War II soldiers with rifles under caption 1943

**Title:**  
**AVENGE December 7**

**Artist:** Bernard Perlin

**Size:** 27 x 22 inches

**Organization:** OWI Poster No. 15, Division of Public Inquiries, Office of War Information, Washington, D.C.

**Printer:** U.S. Government Printing Office: 1942—  
O-491978

**Description:** Sailor with fist raised; sinking battleships at bottom; in red, white and black

**Title:**  
Do with less-so they'll have enough!  
Rationing Gives You Your Fair Share

**Size:** 28 x 22 inches

**Organization:** OWI Poster No. 37 Division of Public Inquiries, Office of War Information, Washington, D.C.

**Printer:** U.S. Government Printing Office: 1943—  
O-506014

**Description:** Photograph of smiling soldier in helmet drinking from tin cup

**Title:**  
...now, are you mad?  
**Size:** 21.5 x 28.5 inches

**Printer:** PA-10

**Description:** Two American servicemen tied and bleeding being threatened by Japanese soldier with sword, American newspaper with headline "JAPS EXECUTE YANK FLYERS" behind title; in black gray and red

**Title:**  
**OURS...TO FIGHT FOR FREEDOM FROM FEAR**

**Artist:** Norman Rockwell  
(Painting from the Saturday Evening Post)

**Size:** 28 x 20 inches

**Organization:** OWI Poster No. 46, Division of Public Inquiries, Washington, D.C.

**Printer:** U.S. Government Printing Office: 1943—  
O-511887

**Description:** Mother and father putting children to bed.

**Title:**

Oversize Graphics:  
Folder 3  
Flat File 2-b

Oversize Graphics:  
Folder 4  
Flat File 2-b

Oversize Graphics:  
Folder 5  
Flat File 2-b

Oversize Graphics:  
Folder 6  
Flat File 2-b

Oversize Graphics:

SAVE FREEDOM OF SPEECH BUY WAR  
BONDS

**Artist:** Norman Rockwell (Painting from The Saturday Evening Post)

**Size:** 28 x 20 inches

**Organization:** OWI Poster No. 44, Division of Public Inquiries, Office of War Information, Washington, D.C.

**Printer:** U.S. Government Printing Office: 1943—  
O-510257

**Description:** Man standing to speak at a town meeting in Vermont

Folder 7  
Flat File 2-b

**Title:**

SAVE FREEDOM OF WORSHIP BUY WAR  
BONDS

Caption: EACH ACCORDING TO THE  
DICTATES OF HIS OWN CONSCIENCE;

**Artist:** Norman Rockwell (Painting from the Saturday Evening Post)

**Size:** 28 x 20 inches

**Organization:** OWI Poster No. 43, Division of Public Inquiries; Office of War Information, Washington, D.C.

**Printer:** U.S. Government Printing Office: 1943—  
O-510256

**Description:** Profiles of people in prayer, showing heads and hands

Oversize Graphics:

Folder 8  
Flat File 2-b

**Title:**

Strong in the strength of the Lord  
We who fight in the people's cause will never stop  
until that cause is won

**Artist:** David Stone Martin

**Size:** 28 x 22 inches

**Organization:** OWI Poster No. 8

**Printer:** U.S. Government Printing Office : 1942—  
O-488341

**Description:** Three arms, soldier holding rifle, male  
and female factory workers holding tools

Oversize Graphics:

Folder 9  
Flat File 2-b

**Title:**

We have just begun to fight!

**Caption:** Pearl Harbor, Bataan, Coral Sea, Midway,  
Guadalcanal, New Guinea, Bismarck Sea,  
Casablanca, Algiers, Tunisia

**Size:** 28 x 20 inches

**Organization:** OWI Poster No. 62, Division of Public Inquiries, Washington, D.C.

**Printer:** U.S. Government Printing Office: 1943—  
O-527284

**Description:** Soldier with rifle is shouting and has  
arm raised; soldier sketched in black and battles  
listed in black; red title on white

Oversize Graphics:

Folder 10  
Flat File 2-b

## Series 2: Indiana “Vital To Victory” Posters, 1942

### CONTENTS

**Title:**

AMERICA MUST SAVE TO WIN

**Caption:** Upon the laundry and dry cleaning worker rests the full responsibility of conserving the nation’s fabrics; YOUR JOB HERE IS *Vital to Victory*

**Size:** 20 x 16 inches

**Printer:** Brown & Binford—Indianapolis 1942

**Description:** Men operating cleaning equipment; eagle flying overhead; in brown orange and green

**Title:**

CLEAN CLOTHES help Uncle Sam keep Thumbs Up

**Caption:** Serving 19 million families, laundry and dry cleaning workers play an essential role in maintaining morale YOUR JOB HERE IS *Vital to Victory*

**Size:** 21.5 x 16 inches

**Printer:** Brown & Binford—Indianapolis, 1942

**Description:** Uncle Sam’s hand giving a thumbs up; battle scene in background; red, green and black

**Title:**

CLOTHES SAVED mean DOLLARS SAVED;  
Dollars to win the war

**Caption:** Were it not for our industry, thousands of the dollars now going into War Bonds would be going into new fabrics instead; YOUR JOB HERE IS *Vital to Victory*

**Size:** 21.5 x 16 inches

**Printer:** [Brown & Binford—Indianapolis]

**Description:** Statue of the Minuteman; small battle scene in foreground; pink, green yellow; one corner missing

**Title:**

FREED to join the fight for freedom

**Caption:** Each regularly employed laundry worker releases 7 housewives for voluntary war service; YOUR JOB HERE IS *Vital to Victory*

**Size:** 21.5 x 16 inches

**Printer:** Brown & Binford—Indianapolis 1942

**Description:** Seven women in different types of uniforms; light red, yellow, blue and white

**Title:**

THEY’RE ALL DEPENDING ON YOU

**Artist:** Walt White

**Caption:** The service you are providing is vital to

### CONTAINER

OVC Graphics:

Box 1, Folder 1

OVC Graphics:

Box 1, Folder 2

OVC Graphics:

Box 1, Folder 3

OVC Graphics:

Box 1, Folder 4

OVC Graphics:

Box 1, Folder 5

America's homes, industries, institutions and armed forces YOUR JOB HERE IS *Vital to Victory*

**Size:** 22 x 16 inches

**Printer:** Brown & Binford—Indianapolis 1942

**Description:** Small sketches of an average house, a hospital, a military reservation and a defense plant

**Title:**

VICTORY is a question of TIME

**Artist:** Walt White

**Caption:** Laundry and cleaning workers are giving women a total of 72 million extra hours weekly for voluntary patriotic service; YOUR JOB HERE IS *Vital to Victory*

**Size:** 22 x 16 inches

**Printer:** Brown & Binford—Indianapolis 1942

**Description:** Woman's hand making "V" for Victory sign ; smaller figures of women in uniforms in front of clock face

OVC Graphics:

Box 1, Folder 6

**Series 3: War Relief Posters, 1943, n.d.**

CONTENTS

**Title:**

38,000,000 ESCAPED—10,000,000 DIED

**Caption:** Text describes casualties suffered by Russia

**Artist:** W Means

**Size:** 19.5 x 28 inches

**Organization:** Russian War Relief, Inc., 11 E. 35<sup>th</sup> St., New York City

**Description:** Map of United States with map of western half of Soviet Union superimposed over it to show extent of Nazi occupation; illustrates need for American aid.

CONTAINER

Oversize Graphics:

Folder 11

Flat File 2-b

**Title:**

HELP Put him back in OUR FIGHT

**Size:** 21.5 x 14 inches

**Organization:** Russian War Relief, Inc.

**Printer:** Einson-Freeman Co Inc, L.I. City, N.Y.

**Description:** Wounded Russian soldier falling on large red star, shells bursting in background

Oversize Graphics:

Folder 12

Flat File 2-b

**Title:**

XAIRETE NIKOMEN [we will be victorious]

**Artist:** E. McKnight Kauffer, '43

**Size:** 31 x 22 inches

**Organization:** Greek War Relief Association, Inc. 730 Fifth Ave., New York 19. N. Y. A member agency of The National War Fund

**Description:** Symbolic robed figure of Greece wearing helmet and holding sword in front of Greek

Oversize Graphics:

Folder 13

Flat File 2-b

flag, gray and blue on white

## **CATALOGING INFORMATION**

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog: <http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, P0156).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.