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# United We Stand: Flying The American Flag



## Synopsis

United We Stand collects more than 100 of the most striking covers from the patriotic campaign of the summer of 1942. The United We Stand slogan developed as a result of the response to Pearl Harbor and was used in July of 1942 on over 300 magazines. Published in conjunction with the Smithsonian Institution to complement a travelling exhibition of the covers, the book also includes a short introduction on how the campaign began and a selection of patriotic quotations from the magazines themselves. Honoring patriotic spirit and pride, these images remain a moving tribute to a nation and its people standing together. A portion of the proceeds from sales of this book are being donated to The Red Cross in support of relief efforts in New York and Washington D.C.

## Book Information

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## Customer Reviews

After the attack on Pear Harbor, Paul MacNamara, a PR man for Hearst magazines, had a clever idea. On July four of 1942 why not get the Nation's major magazines and comics to show their patriotism (and sell more copies) by printing Old Glory on their covers. Nearly three hundred titles joined in and just over a hundred of them are shown in this lovely book. The covers are from the author's collection and it is a pity that there are not more shown. Considering that most of the covers show a flag flying in the wind it is interesting to see how the magazine's designers handled the cover layout, some titles (Modern Industry page 86) used a flat design flag and still produced an eye-catching cover. I would not normally mention cutting up a book but many of the covers that have a dominant flag look so nice that they would really look good mounted on a colored background and

framed. They are mostly four by five inches. Maybe something to do for this years July four!

This little book reviews many covers of major US magazines from July 1942 which carried the US flag celebrating the first Independence Day after Pearl Harbor. The patriotism of that wartime era is eerily reminiscent of the wave of patriotism reaching across our Nation after 11 September. I would hope that in July 2002 we will see a similar expression of national unity. God bless America!

Both Delivered Fast AND just what I was looking for.

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