

United We Stand

Introduction: Using magazine covers from the Museum’s *United We Stand* online exhibition, students will analyze and interpret these magazine covers from the National Museum of American History. They will then create their own magazine covers for the July 1942 “United We Stand” campaign.

Objective: After completing this lesson, students will demonstrate their understanding of how American magazine publishers promoted national unity, support for World War II, and the sales of war bonds. They will accomplish this by

- ★ Locating and examining a self-selected primary source (magazine cover) to deduce its probable target audience, and identifying the visual elements that might make the source appealing to its audience.
- ★ Designing and producing magazine covers that support the goals of the 1942 “United We Stand” campaign.

Time:

- ★ Part One: 20–40 minutes
- ★ Part Two: 20–30 minutes
- ★ Part Three: 30–50 minutes

Skills: Visual literacy, design, critical thinking, teamwork

Content area: Arts-Visual Arts, Social Studies-Civics, Social Studies-United States History

Materials:

- ★ Pencils, crayons, markers, or colored pencils or computers with graphic design software

Objects:

- ★ Images of three magazine covers from the National Museum of American History’s collection
- ★ Contemporary magazine covers

Standards:

National History Standards:

5-12 U.S. History Content Standards

Era 8, Standard 3C: World War II: The causes and course of World War II, the character of the war at home and abroad, and its reshaping of the U.S. role in world affairs; The student understands the effects of World War II at home; Explain how the United States mobilized its economic and military resources during World War II; Explore how the war fostered cultural exchange and interaction while promoting nationalism and American identity.

5-12 Historical Thinking Standards

- 2F:** Appreciate historical perspectives
- 2I:** Draw upon the visual, literary, and musical sources
- 3B:** Consider multiple perspectives
- 3C:** Analyze cause-and-effect relationships
- 5E:** Formulate a position or course of action on an issue.

IRA/NCTE Standards for the English Language:

- 4:** Students adjust their use of spoken, written, and visual language to communicate effectively with a variety of audiences and purposes.
- 8:** Students use a variety of technological and information resources to gather and synthesize information and to create and communicate knowledge.
- 12:** Students use spoken, written, and visual language to accomplish their own purposes.

National Standards for Arts Education, Visual Arts, 5–8:

- Content Standard 3:** Choosing and evaluating a range of subject matter, symbols, and ideas.
- Content Standard 4:** Understanding the visual arts in relation to history and culture.
- Content Standard 6:** Making connections between visual arts and other disciplines.

Background:

During July 1942, seven months after the United States entered World War II, magazines nationwide featured the American flag on their covers. Adopting the slogan “United We Stand,” some five hundred publications featured the stars and stripes to promote national unity, rally support for the war, and celebrate Independence Day.

For magazine publishers, displaying the flag showcased their loyalty and value to the war effort. For the U.S. government, the campaign was an opportunity to sell bonds and boost morale. The magazines brought home a message of patriotism and ideals worth fighting for.

The National Museum of American History presented this exhibition in 2002 to mark the sixtieth anniversary of the “United We Stand” campaign.

Today, in light of the terrorist attacks of September 11, 2001, the flag and the slogan “United We Stand” have a renewed meaning for many Americans. As the home of the

Star-Spangled Banner, the National Museum of American History is a place to explore the history of our national symbol and the ideals for which it stands.

Visit the *United We Stand* online exhibition
<http://americanhistory.si.edu/1942/home.html>.

Part 1 – Classroom Warm-up

Start your students thinking historically:

Present the three *United We Stand* magazine cover examples provided on pages 11, 12, and 13. Lead an analysis of the magazine covers using the following suggested questions.

- ★ What three things do these covers have in common? [*flag, United We Stand slogan, and war bonds*]
- ★ Can you tell from these covers what was happening in the United States when these magazines were published? [*World War II*]
- ★ The flag on these covers is different than the one in our classroom. What is the difference? [*In 1942, there were 48 stars on the flag. Hawaii and Alaska had not yet become states.*]
- ★ Based on your evidence,
 - Why do you think the covers have these common elements?
 - Who do you think might read each of these magazines? What can you tell from the title of the magazine? What can you tell from the design of the cover?
- ★ Share basic information about the campaign, using the content from the “Background Information” section above.

Part 2 – Explore the Online Exhibition

Use technology to explore primary sources:

Ask students to explore the *July 1942: United We Stand* Web site, to learn more about the “United We Stand” campaign and its cover designs. The three critical sections are:

<http://americanhistory.si.edu/1942/introduction.html>
<http://americanhistory.si.edu/1942/campaign/index.html>
http://americanhistory.si.edu/1942/behind_designs/index.html

After reviewing these sections, students should use the Web site’s “Search the Covers” tool (<http://americanhistory.si.edu/1942/search/index.asp>) to select a magazine cover from *United We Stand* and, using the “Analyze a Magazine Cover Worksheet,” explain why they think the design was successful.

Part 3 – Putting It All Together

Have students apply what they have learned:

Using the “Design a Magazine Cover Worksheet,” students select a magazine title, then use the “Design a Magazine Cover Template” to plan and sketch two potential approaches. Using the three *United We Stand* magazine cover examples and/or contemporary magazines as models, students produce their strongest design on a blank sheet of 8.5” x 11” paper.

Divide the class into small groups and have each student present his or her design to the group. The group can use a blank “Analyze a Magazine Cover” worksheet to discuss and evaluate each design.

In addition to:

- ★ the name of the magazine,
- ★ a 1942 American flag,
- ★ the slogan, “United We Stand” and,
- ★ the date, July 4, 1942,

the completed magazine covers should demonstrate the student’s understanding of the “United We Stand” campaign as an important way publishers helped the United States mobilize its economic and military resources during World War II. Each student should be able to explain their how their design choices further the purposes of the “United We Stand” campaign with their selected audience.

Analyze a Magazine Cover Worksheet

Discover how magazine covers were designed for the “United We Stand” campaign.

Visit the *United We Stand* online exhibition

<http://americanhistory.si.edu/1942/home.html> and explore the following sections:

- The Campaign
- Behind the Designs

Then go to the Search the Covers section <http://americanhistory.si.edu/1942/search>.

Select a magazine cover that you think was successful in meeting the campaign’s goal and complete this sheet.

Document the cover you selected.

Magazine title: _____

Artist (if listed): _____

Publisher: _____

Date: _____

Credit: _____

Answer the following questions:

Based on your evidence, who were the readers of this magazine?

What about this magazine do you think appealed to the readers?

What about this magazine appealed to you?

Design a Magazine Cover Worksheet

The original plan for the “United We Stand” campaign was for all magazines to display the same image. Instead, most art directors—the people in charge of how a magazine looks—decided to commission their own designs.

Now it’s your turn. Imagine it’s 1942 and you are an art director for a major magazine. Your job is to design a magazine cover for the “United We Stand” campaign. Select a magazine from the titles below:

Magazine Title	For People Interested In
<i>Business Week</i>	business & news
<i>Outdoor Life</i>	outdoor activities
<i>Family Circle</i>	home & family activities
<i>Vogue</i>	women’s fashion
<i>Rock and Minerals</i>	collecting & studying rocks
<i>Whiz Comics</i>	a comic book series

Answer the following questions to help you in your design process:

Describe your audience for this magazine.

What will you include in your design that will appeal to your audience?

All covers must include:

- the title of the magazine
- an American flag
- the words, "UNITED WE STAND"
- the date, July 4, 1942

On the following pages, sketch two different designs for the magazine cover. Compare your answers to the questions above to your two designs. Then, choose the strongest design and develop it into a finished work on a separate sheet of paper. On the back of your final cover, briefly explain why your design will appeal to readers.

Design a Magazine Cover Template

Design Option #1

	← Magazine Title
	← Flag Date Slogan "United We Stand"

Design a Magazine Cover Template

Design Option #2

	← Magazine Title
	← Flag Date Slogan "United We Stand"

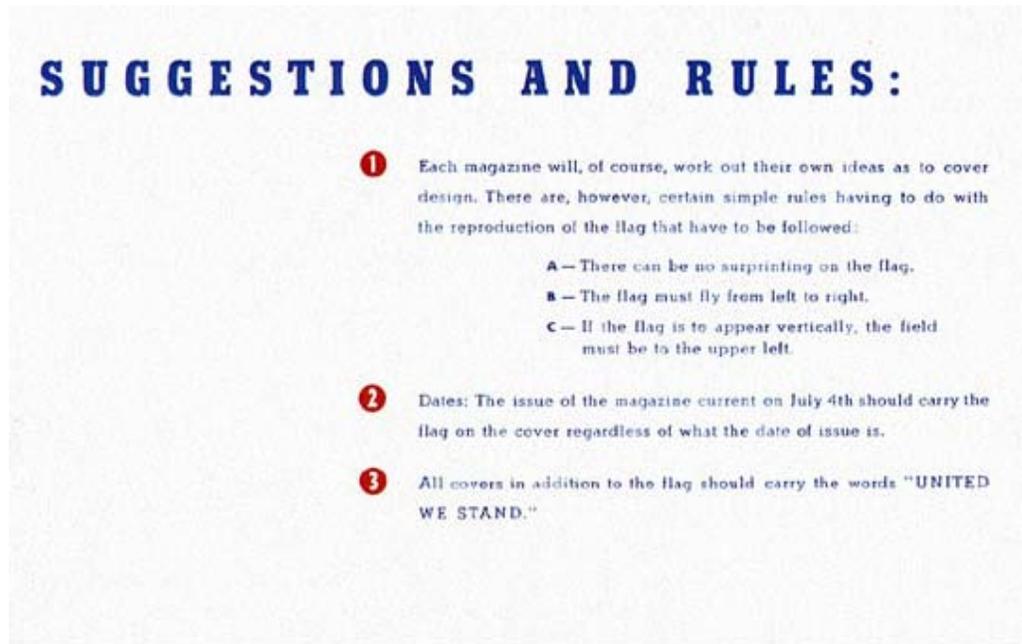
Excerpts from the United We Stand campaign flyer



[Detail, United We Stand campaign flyer]

The American flag is a symbol of the United States which can be understood by every eye that beholds it. No other one thing encompasses the whole of America nor brings to mind so readily the valorous history of our past and the stern demands of our unknown future. This flag has rallied Americans from Valley Forge to Bataan and never will cease to inspire determined men and women to keep it flying in freedom.

Excerpts from the United We Stand campaign flyer



[Detail, United We Stand campaign flyer]

Suggestions and Rules:

1. Each magazine will, of course, work out their own ideas as to cover design. There are, however, certain simple rules having to do with the reproduction of the flag that have to be followed:
 - a. There can be no surprinting on the flag.
 - b. The flag must fly from left to right.
 - c. If the flag is to appear vertically, the field must be to the upper left.
2. Dates: The issue of the magazine current on July 4th should carry the flag on the cover regardless of what the date of issue is.
3. All covers in addition to the flag should carry the words "UNITED WE STAND."



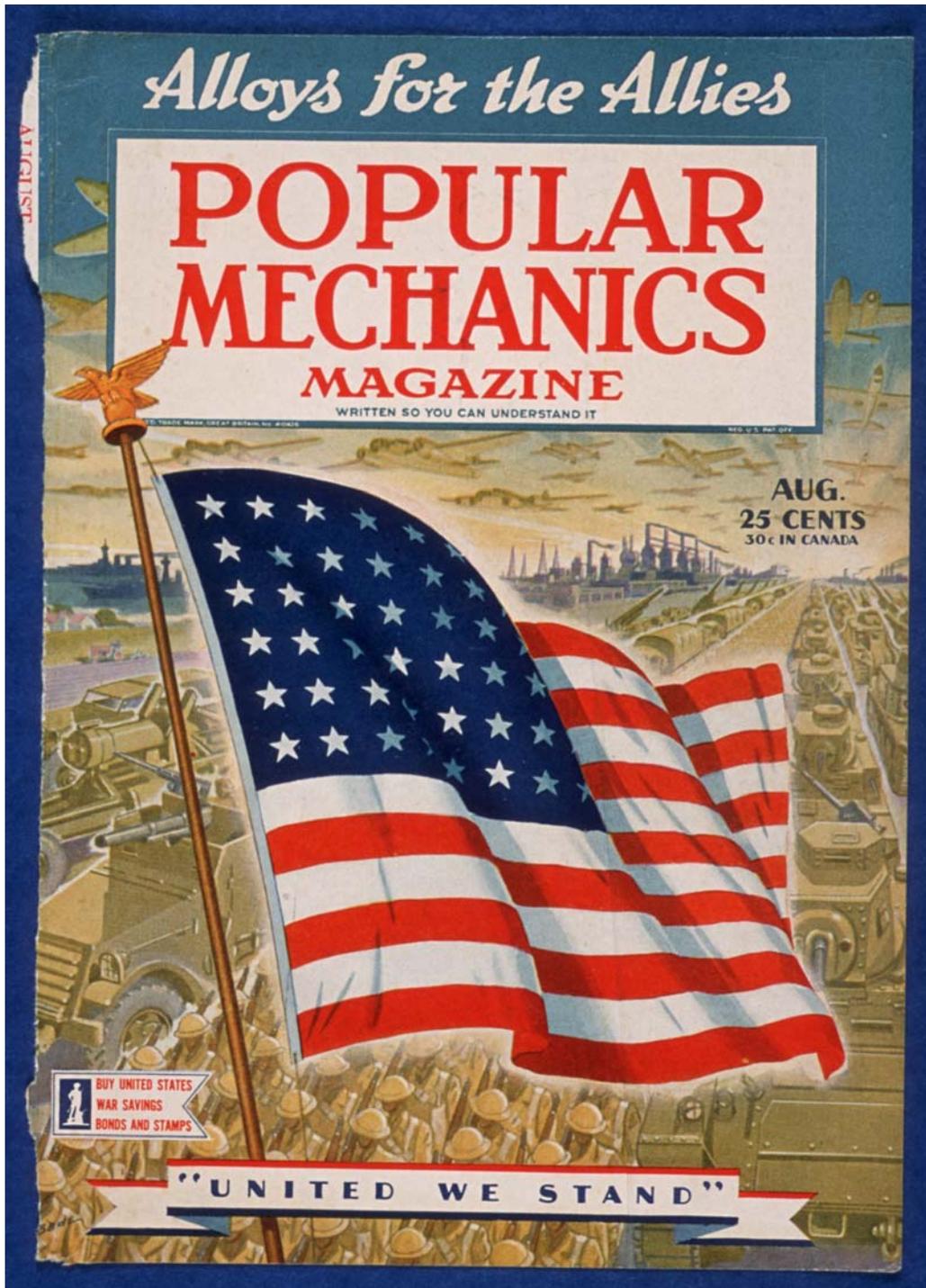
Bakers' Helper, The Katy and Peter Gwillim Kreitler Collection

GRADES 6-8

11



Journal of Living, The Katy and Peter Gwillim Kreitler Collection



Popular Mechanics Magazine, The Katy and Peter Gwillim Kreidler Collection

GRADES 6-8

13