

Mobilizing the Home Front: War Bonds And Domestic Propaganda (Presidential Rhetoric and Political Communication)

James J. Kimble

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Kimble examines the U.S. Treasury's eight war bond drives that raised over \$185 billion—the largest single domestic propaganda campaign known to that time. The campaign enlisted such figures as Judy Garland, Norman Rockwell, Irving Berlin, and Donald Duck to cultivate national morale and convince Americans to buy war bonds.



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