

The Papers of
Peter H. Odegard
1941 - 1961

Accession No. 69-2

The papers were donated to the Library by Mrs. Peter H. Odegard. Literary property rights in these papers have not been donated to the United States Government.

Quantity: 14 feet

Restrictions: None

Related Material: There are a number of entries relating to Odegard in the Morgenthau Diary. Information on the Bond Program is found in the President's Official File 4408 (War Bonds and Stamps).

Peter H. Odegard was born in Kalispell, Montana on April 5, 1901. Later, the family moved to the State of Washington. Odegard did his undergraduate and masters work at the University of Washington before going to Columbia University where he obtained a doctorate in 1928.

Odegard taught courses in government and political science at Columbia University (1924-1928), Williams College (1928-1930) Ohio State University (1930-1938), Amherst College (1938-1945) and the University of California (1948-1966). He also served as President of Reed College from 1945-1948.

During World War II, Odegard commuted between Amherst, Massachusetts and Washington, D.C. where he was employed, first as a consultant, and, later, as an assistant to Secretary of the Treasury Henry Morgenthau. His main duties in the Treasury Department were in connection with Defense and War Bond sales. This included supervising the organization set up to manage the bond campaigns, assisting in the selection of publicity materials and approving the formats of the various radio and stage performances given during the bond campaigns.

Mr. Odegard also served as a consultant to the Atomic Energy Commission (1947-1954), was a member of the Committee on Policy and Program for the Ford Foundation (1948-1950), a member of the President's Commission on Migratory Labor (1950-1951) and a delegate to the Democratic National Convention in 1956.

In addition to teaching, Odegard wrote a number of articles for periodicals and professional journals and was the author of several books including: Pressure Politics - The Story of the Anti-Saloon League (1928), The American Public Mind (1930), American Politics - A Study in Political Dynamics (with E.A. Helms-1938), Prologue To November 1940 (1940) and The Power To Govern (1957).

Peter Odegard died on December 7, 1966.

The Odegard Papers held by the Library are mainly for the period 1941-1945 when Odegard was with the Treasury Department. The papers have been divided into three series as follows:

Containers

Series

1 - 5

General Correspondence Files:

Incoming and outgoing correspondence in regard to Treasury Department affairs, with colleagues and former students. There is very little personal correspondence. The files are arranged alphabetically by subject or surname of correspondent and thereunder chronologically. This series also contains a reading file of outgoing correspondence from January 1942-September 10, 1943.

Containers

Series

6 - 30

Subject File:

Defense and War Bond Sales: Materials dealing with the organization of the bond campaigns, advertising, and activities for special groups such as farmers, labor and schools.

31 - 36

Speech, Writings and Clippings Files:

Speeches and articles by Odegard and others relating mainly to war finance. This series also contains manuscripts of books, reference materials, printed matter and newspaper clippings.

Papers of Peter H. Odegard
1941 - 1961

General Correspondence

<u>Container</u>	<u>Contents</u>
1	A (General) Allport, Floyd H. - Morale Seminar of Syracuse University, 1943 B (General) Barth, Alan 1941-1943 C (General) Clarke, James 1941-1943 Cohn, Eric 1942-1944 Coker, Francis W. 1942-1943 Colegrove, Kenneth 1942-1943 Cooper Union Cosmos Club Council for Democracy D (General) Davis, John H. 1942 "Death and Taxes" Film Dimock, Marshall E. 1941-1942 E (General)
2	F (General) Fisher, Boyd 1941-1944 G (General) Gallup Poll Germany - Nazi Culture H (General) Harlow, Rex 1942-1943 Harris, Don 1941-1942 Harris, Joseph P. 1941-1943 Heckman, Dayton E. 1941-1943 I (General) J (General) K (General) Kraus, Wolfgang 1942 L (General) Link, Henry C. 1943
3	M (General) Morale Morgenthau, Henry 1941-1944 Morse, Jarvis M. 1949-1961

General Correspondence - continued

<u>Container</u>	<u>Contents</u>
3 (con't)	N (General) O (General) Odegard, Eleanor 1941, August-September 1944 Odegard, Peter H. P. (General) Poland, Orville S. 1941-1944 Princeton University R (General)
4	S (General) Saunders, George P. 1941-1943 Stephens, Ceph L. 1942-1943 Street, Julian 1941-1944 T (General) Tax V (General) W (General) X Y Z (General)
5	Reading File, January 1942-September 10, 1943

Defense and War Bond Sales

6	Administrative Management: Callahan Report - Media Administrative Management: Defense Savings Campaign Organization Administrative Management: Defense Savings Staff Organization Administrative Management: End of Program Statement Administrative Management: Fiscal Policy Administrative Management: Graves, Harold N. Administrative Management: Menick Report - Transportation Administrative Management: National Organizations Costs
7	Administrative Management: Notes and Memos Administrative Management: Organization Development Administrative Management: Organization - 1941 Administrative Management: Personnel and Public Relations Administrative Management: Staff Memos Administrative Management: Statistics by States Administrative Management: Source of Funds

Defense and War Bond Sales - continued

<u>Container</u>	<u>Contents</u>
8	Advertising: Cartoons Advertising: Copy Policy Advertising: Copy Themes Advertising: Evaluation of War Bond Promotion, Lane Reports Advertising: General, 1941 Advertising: General, 1942
9	Advertising: General, 1943 (Second and Third War Loans)
10	Advertising: General, 1944 Advertising: General, 1945-1947 Advertising: Mahan Report Advertising: <u>Minute Man</u> , 1942-1947 Advertising: Newspapers Advertising: Outdoor
11	Advertising: Paid Space Advertising: Pledge Campaign Advertising: Press Reports and Attachments Advertising: Posters and Promotional Materials
12	Advertising: Promotional Materials in Business Publications
13	Advertising: Proposal for National Studies of the War Bond Market Advertising: Reports and Miscellaneous Advertising: Special Events Advertising: Special Groups Advertising: Trade Press Advertising: War Advertising Council
14	Banks Canada and Great Britain - War Savings Programs E.T.O. Trip, August-September 1944 Farewell Party at War Finance Division, December 20, 1945
15	Farm Program Farm Program: Iowa Farm Program: Publicity Materials Federal Communications Commission: Brief Fiscal Policy - Economic Analysis - Inflation

Defense and War Bond Sales - continued

<u>Container</u>	<u>Contents</u>
16	Foreign Language Newspapers and Broadcasts and Reports on Activities French Bond Drive Hawaii Inter-Agency Service Program Guide Interdepartmental Committee Inter-Racial Groups
17	Labor Literature Motion Pictures Office of War Information
18	Office of War Information: Reports
19	Payroll Savings Program Payroll Savings Promotional Material Post Office Department Bond Activities
20	Post-War Savings Investment Press Propaganda
21	Public Opinion Public Relations - Treasury Radio: 1941-1942
22	Radio: 1943 and Undated Radio: "Over Here" Scripts, December 1942-January 1943 Radio: "Bond Wagon", January-August 1943
23	Radio: "Treasury Star Parade", March-August 1943 Radio: General
24	Readers' Guide Survey on Bond Articles Reorganization of War Savings Staff Reorganization: Report of 1943 Bond Drive Retailers
25	School Program, 1941-1943 School Program, 1944 School Program, 1945 and Undated School Program: "Schools at War"

Defense and War Bond Sales - continued

<u>Container</u>	<u>Contents</u>
26	School Program: Plays, Music and Program Materials School Program: Education Plan for Elementary Schools on the War Savings Program School Program: Research Materials on the Education Program School Program: Printed Matter
27	State Bond Organizations: General State Bond Organizations: Chairmen State Bond Organizations: Iowa State Bond Organizations: Massachusetts State Bond Organizations: Missouri State Bond Organizations: Montana-Minnesota
28	State Bond Organizations: New Mexico State Bond Organizations: Ohio State Bond Organizations: Oklahoma State Bond Organizations: Texas State Bond Organizations: Report of Total Sales by States, 1942 Surveys Surveys: Department of Agriculture
29	Securities Sharing America - Evaluations Victory Fund Committee Victory Fund Committee, April-October 1942 Victory Fund Committee, November 1942-May 1943 War Finance Committee
30	War Finance Program: Background War Finance Data War Finance Division: Ross, Earl T., Field Director War Savings Staff - Treasury Department, 1941-1943 Women's Division

Speeches, Writings and Clippings Files

31	2/25/?	Speech, New York Retailers Meeting
	1/15/41	"The Size of the Job to be Done" Chicago Speech
	9/3/41	"Total Defense"
	10/10/41	Highlights of Talk to Field Men

Speech, Writings and Clippings Files - continued

<u>Container</u>	<u>Contents</u>
31 (con't)	Fall 1941 "Millions for Defense" Odegard and Barth
	2/22/42 "Bonds, Stamps, and Taxes" Speech at Labor in the War Conference, Pittsburgh, Pennsylvania
	5/5/42 "Public Opinion and Propaganda in War-Time America" Princeton University
	6/17/42 "Current Tax Problems" Speech for National Retail Dry Goods Assn.
	8/3/42 Speech at 57th Annual Convention of Massa- chusetts State Federation of Labor
	10/13/42 "War Savings and Newspaper Advertising" Speech in Chicago
	11/21/42 "Inflation-Hitler's Ally" Cleveland City Club
	4/25/43 Broadcast from Springfield, Massachusetts to Detroit, Michigan
	6/11/43 Speech before the Missouri Bankers Associa- tion, St. Louis, Missouri
	7/8/43 "America's Financial Mobilization: The Problem and its Setting" Conference of the Insured Savings and Loan Association of the State of New York
	9/7/43 Four Freedoms Show, Pittsburgh, Pennsylvania
	11/14/44 "Bonds of Freedom" War Finance Luncheon, Chicago
	Undated Speech Drafts, Tax Bill, Bond Drives
	Undated Savings Bond Article

Speech, Writings and Clippings Files - continued

<u>Container</u>	<u>Contents</u>
32	Book Review <u>Propaganda and the American Revolution</u> by Philip Davidson Book Review <u>On the Agenda of Democracy</u> by Charles E. Merriam Incomplete Manuscripts on the Defense and War Savings Program <u>Bonds of Freedom</u> , History of War Finance. Manuscript by Odegard and Jarvis M. Morse
33	<u>Fifty Secretaries of the Treasury</u> - Manuscript and Reference Material Manuscript on War Finance
34	Speeches Given by Daniel W. Bell Speeches Given by Harold N. Graves Speeches Given by Secretary of Treasury Henry Morgenthau, 1941-1942 Speeches Given by Secretary of Treasury Henry Morgenthau, 1943-1944 and Undated Speeches Given by Randolph Paul Speech by Murray Shields, "War Finance Policy" 5/6/42 Stalin Message for Third War Loan, 9/22/43 Speeches Given by John L. Sullivan
35	Liberty Loan Data Speeches on War Bonds Articles on War Finance "Currency Stabilization: the Keynes and White Plans" by John H. Williams, <u>Foreign Affairs</u> , July 1943 "Arsenals of Democracy" Bureau of Public Relations of the War Department "Public Appreciation of the Problem of Inflation" Office of War Information, October 27, 1943 "Tax-Exempt Securities and National Defense" by Edward H. Foley, Jr. "Summary Report of the Secretary of the Treasury, 1945" "Proposed Legislation of the Congress to Bar Payment of Salary to Certain Federal Employees" "Report by the Federal Communications Commission (Commissioners Case, Craven, and Payne, Dissenting) in the Matter of Goodwin, Watson, Frederick L. Schulman, and William E. Dodd, Jr. "High Lights of My Work with Writers and Artists for the Treasury Department, November 1, 1941 to January 31, 1946" by Julian Street, Jr.

Speech, Writings and Clippings Files - continued

<u>Container</u>	<u>Contents</u>
35 (con't)	"Inflation Can Still Be Checked" <u>Fortune</u> , March 1943 <u>6th War Loan Campaign Book</u> <u>Reed College Development Program</u> Book Lists, Quotations and Miscellaneous Materials on Authors and Publishers Clippings, Receipts and Momentos - Odegard
36	Clippings, 1936-1938 Clippings, 1940-1941 <u>The Canton Repository</u> , March 31, 1940 Clippings, 1942 Clippings, 1943-1946 Clippings: Four Freedoms Show, September 1943 Press Book - "America's Security Loan", 1948 Clippings: Military and Foreign Newspapers Military Publications