



Research
Services

NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

Welcome!

Research Services
offers this lecture through the
Know Your Records Program.

**Program begins at 2 p.m. ET
September 16, 2020**



Research
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Live Broadcast



KNOW YOUR RECORDS
National Archives and Records Administration

*Please excuse any technical issues
as this is our first live broadcast
with a new system.*



Research
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Join the conversation!



KNOW YOUR RECORDS
National Archives and Records Administration

Participate during the live event.

Log into [YouTube](#) and then
type your questions and comments
into the live chat.



About the National Archives



The National Archives and Records Administration (NARA) is the nation's record keeper. Of all documents and materials created in the course of business conducted by the United States Federal government, only 1%–3% are so important for legal or historical reasons that they are kept by us forever.

Those valuable records are preserved and are available to you, whether you want to see if they contain clues about your family's history, need to prove a veteran's military service, or are researching an historical topic that interests you.



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About the Know Your Records Program



THE KNOW YOUR RECORDS PROGRAM provides information on how to access and do research using U.S. Federal Government records held at the National Archives and Records Administration.



KNOW YOUR RECORDS
National Archives and Records Administration

View previous lectures on video at
www.archives.gov/calendar/know-your-records



Research
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Researching World War II Spanish Posters at the National Archives



KNOW YOUR RECORDS
National Archives and Records Administration

The U.S. Government carried out many propaganda activities during World War II. One was an effort to appeal to Hispanic Americans and the people of Latin America to foster a united front against the Axis powers. Featured in this endeavor were the Office of the Coordinator of Inter-American Affairs and the Office of War Information.

These offices hired artists with ties to Mexico to illustrate posters. The stories behind these posters and their creators can be brought to life by looking at the National Archives textual records holdings. **Daniel Dancis**, archivist in our Textual Records office, will discuss the history of these posters and ways to research them.

Presenter's Biography



Daniel Dancis

Daniel Dancis began working at the National Archives in 2006 as a contractor on the Iraqi Jewish Archive project. From 2007–2012 he served as a Conservation Technician in the Document Conservation Labs in Washington, DC and College Park, MD. In 2012 he joined the Textual Records Division in College Park where he completed the Archivist Development Program. As an Archivist he has processed material that includes records of Donated Polar Collections, the Office of Alien Property, the Africa–Middle East Theater of Operations (World War II–Army), the Office of the Assistant Secretary of Defense (Public Affairs), and the National Foundation on the Arts and Humanities. Daniel also serves as a manager and blogger at the Text Message blog.



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NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

HISPANIC HERITAGE MONTH

September 15 to October 15

<https://www.archives.gov/news/topics/hispanic-heritage-month>

<https://www.archives.gov/research/hispanic>



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NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

Researching World War II Spanish Posters at the National Archives

SEPTEMBER 16, 2020

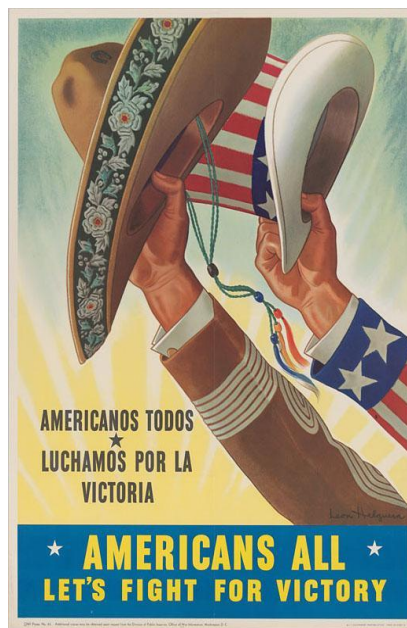
The Artists



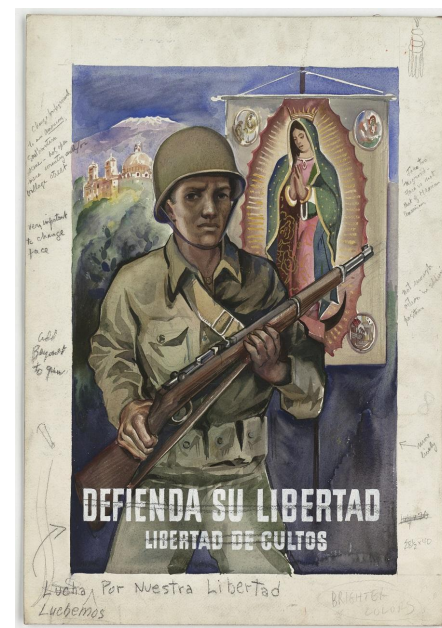
Antonio Arias Bernal



Alfonso Ontiveros



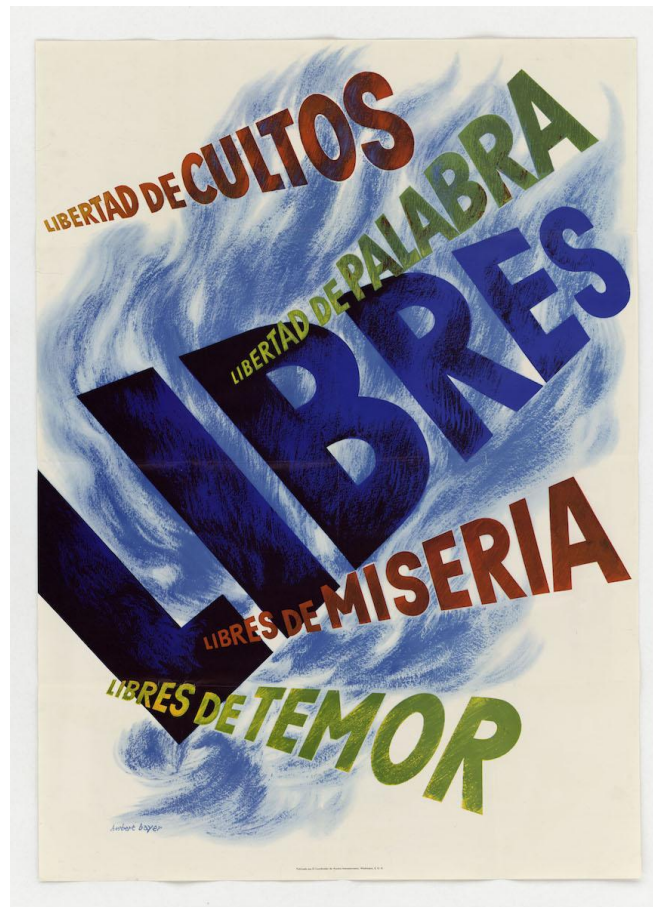
Leon Helguera



Xavier Gonzalez

OVERVIEW

- Introduction to the National Archives and Records Administration.
- Highlight Spanish posters made in the U.S. during WWII, their context, and the records that tell their stories.
- Share tips and tricks for conducting research into posters.



Libres/ The 4 Freedoms. Artist Herbert Bayer.
National Archives ID 44268173, Local ID 44-PF-837

The National Archives and Records Administration (NARA)

The record keeper for the Federal Government.

14 Public Research Facilities across the nation.

14 Presidential Libraries from Hoover to Obama.

<https://catalog.archives.gov/>



The National Archives in Washington, DC



The National Archives at College Park, MD



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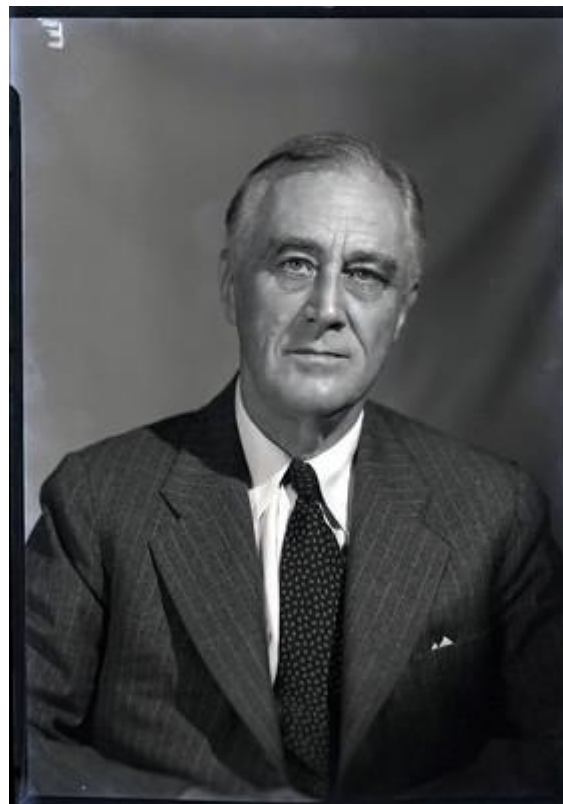
Research Services

The United States and Latin America

FDR's Good Neighbor Policy

*In the field of world policy I would dedicate this Nation to **the policy of the good neighbor** -- the neighbor who resolutely respects himself and, because he does so, respects the rights of others -- the neighbor who respects his obligations and respects the sanctity of his agreements in and with a world of neighbors.*

- President Franklin D. Roosevelt, Inaugural Address, March 4, 1933.



09-109(12). Franklin D. Roosevelt Presidential Library and Museum, Photograph by Leon A. Perskie.

Latin America: Strategic Importance

- Natural resources for war production especially metals, oil, and rubber.
- Commerce and keeping travel open for business; the Bracero program.
- Keeping Axis influence out of the Western Hemisphere.

*The
AMERICAS
Served by*

AMERICAN REPUBLICS LINE (MOORE-McCORMACK LINES)
GRACE LINE
PAN AMERICAN AIRWAYS SYSTEM
PAN AMERICAN-GRACE AIRWAYS (PANAGRA)
UNITED FRUIT COMPANY

Today our hemisphere stands united as never before. Together, the nations of the Americas stand on common ground and share a common cause. The "Good Neighbor" policy has become a positive world force.



National Archives ID 515558, Local ID 44-PA-1879
Art by Kenneth W. Thompson.



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Office of The Coordinator of Inter-American Affairs (CIAA) Record Group 229

Office of the Coordinator of Inter-American Affairs (CIAA)

America's Wartime Agency Responsible for Latin America

- Established to strengthen cultural and commercial relations to counter Axis influence and bolster hemispheric solidarity.
- Hired artists and educators to create information programs in radio, film, press and print.
- Sponsored good will tours to Latin America by major filmmakers including Walt Disney and Orson Welles. Disney produced "Saludos Amigos" which was a box office hit in 1942.

***Strong Nazi Propaganda in Bolivia
Incites Hatred and Fear for U. S.***

*Oil and Debt Disputes Are Exploited—Press
Is Dominated by Subsidies, Advertising,
Newsprint Monopoly and Plain Threats*

***Argentina Center of Nazi Actions
For Hitler's South American Plan***

*Italian Air Line Gives Link With Reich—
U. S. Newsprint Used to Spread Propa-
ganda Against This Country*

**ROCKEFELLER CITES
NEEDS OF AMERICAS**

Stability and Independence of
Latin Countries Held Vital
to Hemisphere Defense

NOW MENACED BY NAZIS

**Berlin Floods
Latin America
With Warnings**

Propaganda Aimed at
Stirring Up Hostility
Toward U. S. Program

**Nazi Agents Found Busy in Mexico;
Viewed as Threat to U. S. Defense**

5th Column Network Reported Sowing Hatred
for U. S., Planning Sabotage and Opening
Way for Aid to Invading Forces

**Bolivia Long Target
Of Nazi Propaganda**

Copyright by New York Times

Bolivia has for some time been
one of the chief targets of Nazi
propaganda—so much so that Dr.

**POWERFUL NAZI RADIO
REPORTED IN MEXICO**

State of Morelos Held Source
—Plane Rouses Suspicion

Various headlines from the New York Times and Wash. Post, Sept. 1939- July 1941.

Como Un Solo Hombre - As One Man

Antonio Arias Bernal

Antonio Arias Bernal was a noted Mexican political cartoonist known for his cartoons lampooning dictators.

His work regularly appeared on the cover of the Mexican magazine *Hoy*.

During World War II he made anti-Axis propaganda posters for the Office of the Coordinator of Inter-American Affairs.

[Arias Bernal, Antonio, 1913-1960](#)

[National Archives Person Authority Record](#)



National Archives ID 44266052, Local ID 44-PF-18

“Arias Bernal’s Trip to Washington” August - October 1942

2188 JUN 22 1942

Identification No. PR-1184
Approved Copy

PROJECT AUTHORIZATION

Short Title: Aereas Bernal's trip to Washington, D. C. to Draw Editorial Cartoons for Office of Coordinator of Inter-American Affairs.

Designation: Press Division

Program Authority: In line with the purpose of the Press Division to distribute printed materials relating to the war effort and other general subjects of interest in the other American republics by the employment of existing agencies and services.

Auspices: Aereas Bernal, care of Coordination Committee for Mexico.

Description: Mr. Aereas Bernal is one of the outstanding editorial cartoonists in the Western Hemisphere. He is, at present, employed by the magazine, "Hoy", which is printed in Mexico City. His editorial cartoons ridiculing the leaders of the Axis have made him conspicuous throughout the American republics.

The Press Division wishes to bring Mr. Bernal to Washington, D. C. to undertake the drawing of numerous editorial cartoons. Suggestions of the purpose to be accomplished by the cartoons will be given to Mr. Bernal and he will then draw his interpretation of our objective.

It is proposed that Mr. Bernal spend a minimum of six weeks in Washington doing work for the Press Division and that provision be made for an extension of this six weeks' period if necessary.

Objective: To provide funds for the creation of editorial cartoons by Aereas Bernal for distribution by this Office among the American republics.

Cost: In negotiations with Mr. Aereas Bernal, it was agreed that he would undertake to work for the Coordinator of Inter-American Affairs under a project for a period of six weeks during which time he will draw editorial cartoons on such matter suggested by this Office. He agrees to undertake this work for \$2,500 including transportation to and from Mexico City and including a per diem of \$10.00 in lieu of living expenses.

In addition, the Coordinator will provide Mr. Aereas Bernal with an office for the six weeks' period together with necessary supplies and equipment. It is estimated that the total supplies consumed by this work including the use of desk, chairs, and etc., will not exceed \$250.

Record Group 84:

Records of the Foreign Service Posts of the Department of State.

Series:

General Records (U.S. Embassy Mexico), 1937 - 1963
(National Archives ID 1676970)

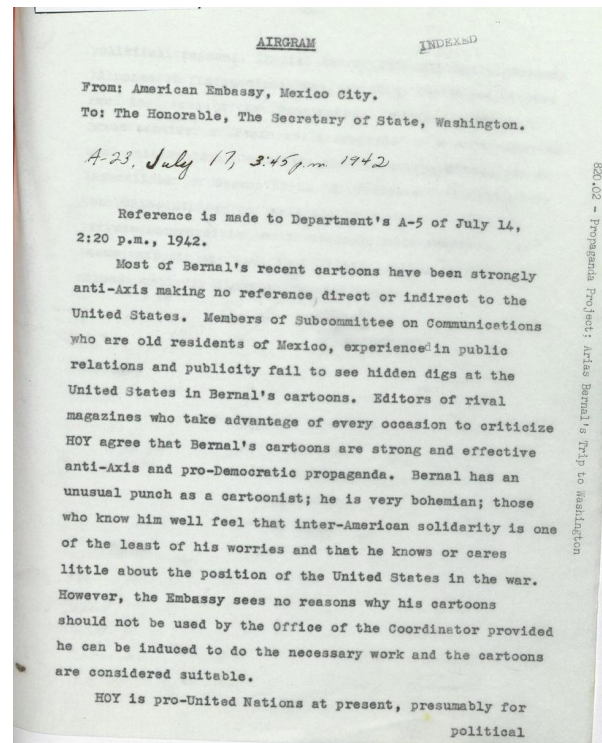
File:

820.02 Propaganda Project, Arias Bernal's Trip to Washington.
(June 11, 1942- Oct. 16, 1942)
([National Archives ID 74618203](#))

“Arias Bernal’s Trip to Washington” August - October 1942 cont.



National Archives ID 44268147, Local ID 44-PF-825a



*Bernal's cartoons are strong and effective
anti-axis and pro-democratic propaganda.
Bernal has an unusual punch as a cartoonist;
he is very bohemian;*

"Arias Bernal's Trip to Washington" August - October 1942 cont.

AIR MAIL DECLASSIFIED
Authority NND 775098 INDEXED

Mexico, August 10, 1942.

Bear John:

You may recall we have had considerable correspondence with the Department (instruction of August 4th) and the Coordinator, regarding a proposed trip of Arias Bernal to Washington.

I finally succeeded in pinning him down and getting him to promise to leave by air on August 22nd. We have passages via Brownsville for him and his wife and he should arrive at the Washington airport on August 23rd about 6:15 a.m., I think it is. His wife is only 22 years old but a member of the bar and a rather brilliant woman. She furnishes most of the practical brains of the family. Bernal is a strange mixture; quite sophisticated about some things and surprisingly naive about others. He has obtained his passport and I'll try to get him in this week for his visa. We'll do our best to get him off on the 22nd.

He doesn't seem to have much idea regarding accommodations. Room, bath and sitting room at some moderate hotel probably would be best; he'd like to have something close to \$5.00 a day but he probably will have to go higher than that. I'd certainly suggest that the Coordinator's Office have something for him on arrival. I understand they expect to have someone meet him. He does not speak English.

An official communication is going forward from the Committee, but it might be just as well if you would pass this on to the proper person in the Office of the Coordinator.

He should be well received, of course, but I suggest he be made to understand he is in Washington for work rather than for a round of parties and social activities.

Regards.

Sincerely,

Guy W. Ray.

John C. Dreier
John C. Dreier, Esquire,
Assistant Chief, Division of American Republics,
Department of State, Washington, D.C.

820.02-PROPAGANDA PROJECT - "ARIAS BERNAL'S TRIP TO WASHINGTON"

His wife is only 22 years old but a member of the bar and a rather brilliant woman. She furnishes most of the practical brains of the family. Bernal is a strange mixture; quite sophisticated about some things and surprisingly naive about others.

More Arias Bernal Posters



National Archives ID 44268149, Local ID 44-PF-825b



National Archives ID 44268229, Local ID 44-PF-860



National Archives ID 44268163, Local ID 44-PF-832

Arias Bernal's Original Artwork



Record Group 229: Records of the Office of Inter-American Affairs
 Creator: Department of Press and Publications. Graphics and Publications Division.
 Series: Propaganda Materials, 1941 - 1945 (National Archives ID 540082, Local ID 229-PG).

Letter from Frieda Everett (CIAA) to Jacques DunLany (OWI), October 21, 1944

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE FOR EMERGENCY MANAGEMENT
COORDINATOR OF INTER-AMERICAN AFFAIRS

October 21, 1944

Mr. Jacques DunLany
Office of War Information
Room 3339, Social Security Bldg.
Washington, D. C.

Dear Mr. DunLany:

We are sending you herewith a list of our posters, with a short description of each, as you requested in your letter of October 16th to Mr. Jamieson. Unfortunately, a number of these posters are out of print, but we are sending copies of as many as we have available. Copies of these posters were sent to Thomas Wenner, Armitage Watkins, Lucrecia Andujar, Charles Olsen and Larry Beller in OWI so it is possible that copies could be found in their files.

In general our posters have had as their primary theme hemisphere cooperation in winning the war. We have elaborated on this theme in a number of mediums, from the modern art treatment of our "Four Freedoms" series to the popularized technique of "The Americas United for Progress and Victory" and "The Vision of our Heroes - The Work of Their Sons". We have also made use of cartoons and satirical presentations. Two Mexican artists, Arias Bernal and Alfonso Ontiveros have made posters for us. The others were done by artists working in the United States. Bernal was responsible for our cartoon series, as well as for the effective symbolic poster, "As One Man".

We will certainly be interested in seeing the completed survey.

Sincerely,
Frieda Everett
Mrs. Frieda Everett
Acting Chief of Publications
Press Division

Attachment



Record Group 208: Records of the Office of War Information
Series: General Records of the Chief, 7/1942 - 10/1945. Domestic Operations Branch. Bureau of Graphics. Office of the Chief. (formerly: Division of Poster Clearance and Allocation.)

[\(National Archives ID 865055\)](#)

File: Misc

"Hitler & Tojo Caged" or "Germany and Japan
Behind Bars." Alfonso Ontiveros.

National Archives ID 44266072, Local ID 44-PF-30

Letter from Frieda Everett (CIAA) to Jacques DunLany (OWI), October 21, 1944. Cont.

10-21-44

POSTERS
COORDINATOR OF INTER-AMERICAN AFFAIRS
(Press Division)

1942

✓ LA VISION ETERNA - By Howard Chandler Christy - (The Eternal Vision) - Spanish & English - Shows Columbus on the deck of his ship, and is symbolic of the freedom of the New World.

Four Freedoms Series - Prepared with the assistance of the Museum of Modern Art.

✓ LIBRES - (Freedom) - By Herbert Bayer - Spanish only - Utilizing lettering and color only, this calls attention to the Four Freedoms.

✓ LIBERTAD DE CULTOS - (Freedom of Religion) - By E. McKnight Kauffer - Spanish only - Shows a sword, superimposed upon the Cross, piercing the swastika. (This poster was redone in Portuguese in 1943 and the title changed to LIBERTADE POLITICA for Brazil)

✓ LIBRES DE MISERIA - (Freedom from Misery) - By Alexei Brodovitch - Spanish only - Symbolic hand lifts humanity above the misery and death of Axis dominated countries.

✓ LIBERTAD DE PALABRA - (Freedom of Speech) - By Alexei Brodovitch - Spanish only - Shows the swastika broken by the power of free speech; from the fragments of the Nazi symbol emerges a symbolic speaking head.

1943

✓ LIBERTAD DE TEMOR - (Freedom from Fear) - By C. Atherton - Spanish only - From a background of Axis terror emerges free man.

✓ EL NUEVO ORDEN-DEL EJE - (The New Order of the Axis) - By E. McKnight Kauffer - Spanish and Portuguese - Satirical head of a Nazi, portraying both militaristic and barbaric characteristics.

✓ LUCHAMOS POR LA LIBERTAD DE TODOS - (We Fight for the Liberty of All) - By E. McKnight Kauffer - Spanish and Portuguese - Blue head of Columbia with red stripes of flag streaming from her helmet.

COMO UN SOLO HOMBRE - (As One Man) - By Arias Bernal - Spanish and Portuguese - Fighting figure standing foursquare on the two continents of the hemisphere. (One of our most effective posters)

✓ NO DEJEMOS AL EJE METER LA GUERRA EN LAS AMERICAS - (Hands off the Americas) - By John A. Gaydos - Spanish and Portuguese - A second prize winner of the United Hemisphere Poster Competition. Shows a bayonet repulsing an Axis hand arising over the edge of the world. (Very popular)

✓ UNANIMOS CONTRA LA AGRESION - (Let Us Unite Against Aggression) - By Jose Renau - Spanish and Portuguese - A first prize winner of the United Hemisphere Poster Competition. Against a background of the flags of the United Nations, hands grasp a spike which crushes the snake of aggression.

-2-

✓ "Cactus" poster - No caption - By Arias Bernal - Colorful cartoon showing Hitler descending by parachute into a huge cactus. Uncle Sam and a Mexican look on and give the V-for-Victory signal. (Popular)

✓ "Mute Mexican" poster - No caption - By Arias Bernal - Cartoon showing Mexican with rolled up sleeves stopping a parade of Nazis led by Hitler. Hemisphere in background.

✓ UNIDOS PARA LA VICTORIA - (United for Victory) - By Arias Bernal - Spanish and Portuguese - Cartoon of Hitler, Tojo and Mussolini, much disconcerted, being crushed by huge V with GI Joe and Mexican at top.

✓ LA UNION ES LA FUERZA - (Union is Strength) - By Arias Bernal - Spanish and Portuguese - Cartoon. Hitler, Tojo and Mussolini appalled at hemisphere industrial and military might.

✓ LAS AMERICAS UNIDAS PARA LA VICTORIA Y EL PROGRESO HUMANO - (The Americas United for Progress and Victory) - By Ben Dale - Spanish, Portuguese and French - Designed for mass distribution. North American and South American soldiers stand protectively over a hemisphere family - war in the background. Around the border is almanac of important religious holidays. (Extremely popular)

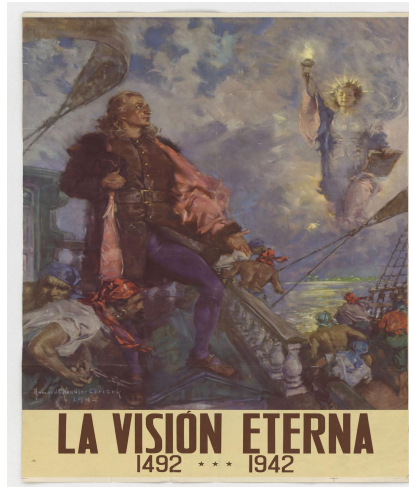
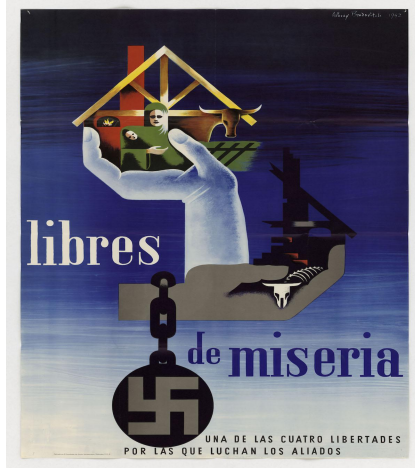
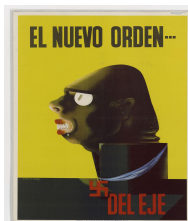
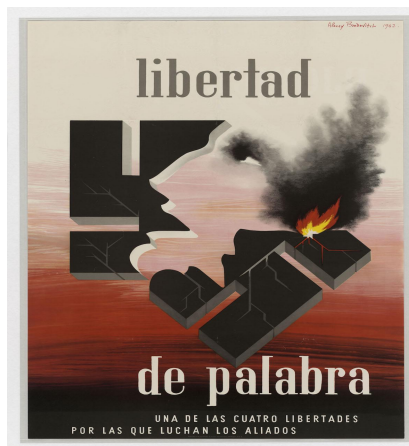
✓ The "Hitler & Tojo Caged" poster - No caption - By Alfonso Ontiveros - Imprisoned in a stockade made of the flags of the United Nations are very irate cartoon figures of Hitler and Tojo. (Extremely effective)

1944

✓ EL SUEÑO DE LOS HEROES - LA OBRA DE SUS HIJOS - (The Vision of our Heroes - the Work of their Sons) - By Walter Beach Humphrey - Spanish, Portuguese and French - For mass distribution. In the foreground hemisphere production and military effort, against a background of the great American Liberators.

✓ LA FORTALEZA VOADOR - (Flying Fortress) - By Bob Williams - Spanish and Portuguese - Drawing of a Flying Fortress against a blue sky. (So popular that a successor, showing the Super-Fortress, is now in preparation)

CIAA Posters



[Link to CIAA Posters in the National Archives Catalog mentioned in Frieda Everett's letter of Oct. 21, 1944.](#)



NATIONAL
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Research Services

The Office of War Information (OWI) Record Group 208

The Office of War Information (OWI)

America's WWII Wartime Propaganda Agency

- Established in June 1942 to coordinate the informational activities of government agencies.
- Carried out information programs through the press, radio, motion pictures, and other media including posters.
- Responsible for both foreign and domestic information programs, *except* in Latin America.

CURRENTLY... 28 INFORMATION PROGRAMS

Conserve Food • Plant a Victory Garden • Observe Ceiling Prices
Conserve Fuel • Don't Travel • Get a War Job • Buy Bonds • Join the WACS
Join the WAVES • Avoid Careless Talk • Stay on the Job • Fight Waste
Join the U.S. Crop Corps • Save Waste Paper • Help prevent forest fires
Eat it all, wear it out, make it do, or do without
Join the SPARS • Pay Your Taxes • Join the U.S. Cadet Nurse Corps
Share Your Car • Eat the Basic 7
Join the Marines • Send it V-mail

run by **OWI** *for*

WFA • OPA • USDA • OES • WLB • TREASURY • NATIONAL WAR FUND
ODT • OCR • OWU • WPB • OFFICE OF RUBBER DIRECTOR
SOLID FUELS ADMINISTRATION • ARMY • WMC • USPH • FBI • NAVY
MARITIME COMMISSION • OCD • CIAA

National Archives ID 7387593, Local ID 208-AOP-160-167S

OWI's Foreign Language Section and the "Spanish-Americans" of the Southwest U.S.

OWI's Foreign Language Section

- Responsible for propaganda aimed at "foreign nationality groups within the United States."
- In the Spring of 1942, focus on Spanish speakers in the Southwestern United States.
- Plans formulated to conduct outreach through press, radio, posters, and other means with the goal "to educate" about the war effort.

OFF (Office of Facts and Figures) = OWI's Predecessor

Record Group 208: Records of the Office of War Information
Series: Subject Files of the Chief, Foreign Language Section (National Archives ID 922212)
File: Spanish (National Archives ID 4754532)

Mr. Walter Laves

May 28, 1942

Alan Cranston

Information Campaign among Spanish-Americans

The following is a proposed program to be carried out among Spanish Americans in the Southwest and in other parts of the United States where Spanish-speaking peoples live in any number. This program would be carried out by the OFF with the cooperation of the CIAA, with the latter paying the expenses here itemized. Details of the work would be carried out by an employee of the CIAA loaned to OFF, the office charged with primary responsibility in informational work among foreign nationality groups within the United States.

The program follows:

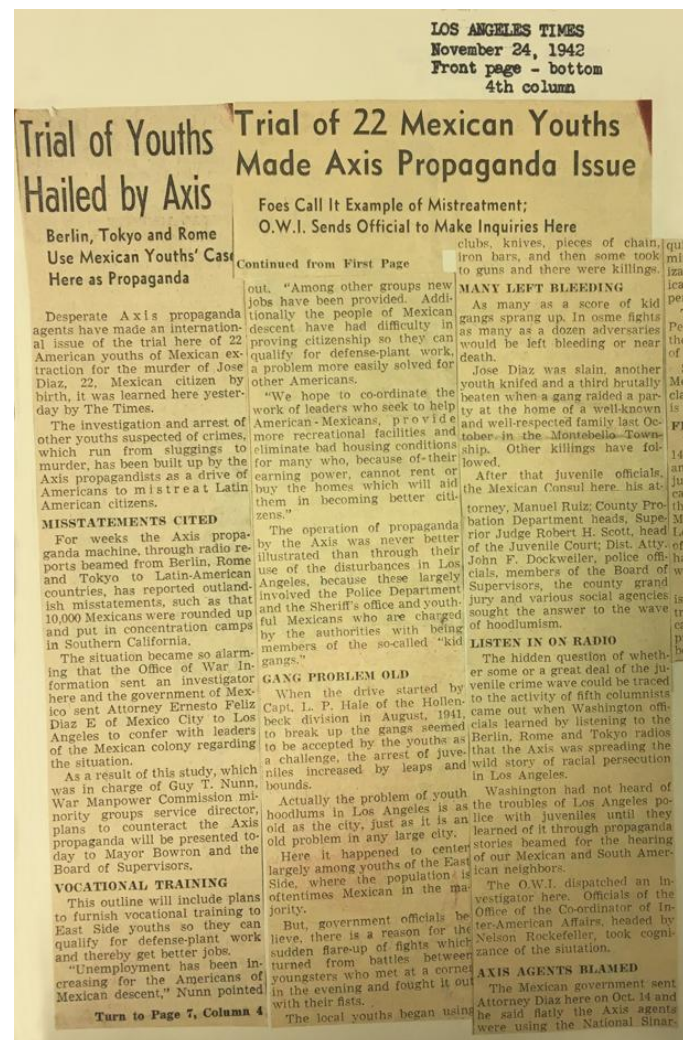
1. Distribution of a weekly news letter to the 60 domestic radio stations broadcasting in the Spanish language, and to the 150 Spanish language newspapers published in the United States. This letter would be written by the OFF with the help of the employee loaned to the OFF by the CIAA, and no cost would be involved for the CIAA.
2. Radio work. A minimum job should include the production and distribution of at least three weekly 15-minute transcribed programs to all domestic Spanish language radio stations, at an annual cost of \$15,000. These programs should contain inspirational and informational war material. There should also be a series of programs designed to stimulate inter-American solidarity and friendship. At least \$5,000 should be available for purchase of time for special programs on local stations, and for preparation and distribution of scripts for live production on local stations. Annual cost - \$20,000.
3. A man to handle this work in OFF. He should be employed by CIAA and loaned to OFF. Annual cost - either \$3800 or \$4600.
4. Posters. There is crying need for a large-scale poster campaign in the Southwest - inspirational posters about the war and Western Hemisphere solidarity, and informational posters in the Spanish language on selective service, civilian defense, farming, etc. Much of the cost of this can be carried by the various agencies involved, such as Selective Service, OCD, War Department, Navy Department, Agriculture Department, Treasury Department, but CIAA should be prepared to spend a minimum of \$5,000 for posters on inter-American relations and on the war. Annual cost - \$5,000.

The Sleepy Lagoon Murder

1942: Los Angeles, California

- The death of José Díaz, victim of youth violence.
- Led to a violent police crackdown on Mexican American “zoot suiters” and the arrest and trial of 22 for murder, resulting in 17 guilty convictions, later overturned on appeal.
- Dominated headlines and raised racial tensions.
- Axis powers broadcast radio messages to Latin America exploiting the situation to sway public opinion.

Record Group 208: Records of the Office of War Information
Series: Subject Files of the Chief, Foreign Language Section, 2/1/1942 - 1/31/1944
(National Archives ID 922212)
File: California Trip



Alan Cranston's Trip to California

November 1942

November 17, 1942

Mr. Norman Ferguson
Walt Disney Studios
Burbank, California

Dear Norm:

The following are the basic propaganda themes prepared by the Office of War Information for its general information programs:

- (1) The Nature of the Enemy--general or detailed descriptions of the enemy, such as, he hates religion, persecutes labor, kills Jews and other minorities, smashes home life, debases women, etc.
- (2) The Nature of our Allies--the United Nations theme, our close ties with Britain, Russia and China, Mexicans and Americans fighting side by side on Bataan and on the battlefronts.
- (3) The Need to Work--the countless ways in which Americans must work if we are to win the war, in factories, on ships, in mines, in fields, etc.
- (4) The Need to Fight--the need for fearless waging of war on land, sea, and skies, with bullets, bombs, bare hands, if we are to win.
- (5) The Need to Sacrifice--Americans are willing to give up all luxuries, devote all spare time to the war effort, etc., to help win the war.
- (6) The Americans--we are fighting for the four freedoms, the principals of the Atlantic Charter, Democracy, and no discrimination against races and religions, etc.

These themes can be elaborated ad infinitum.

Also, there are more specific ways of developing them and ways of developing supplemental themes for specific language groups such as the Mexicans. It is essential that sample posters in the pamphlet we are working on develop such subjects as:

Page 2 Mr. Norman Ferguson November 17, 1942

- (1) Mexicans and Americans are fighting and working side by side for freedom.
- (2) The American Government opposes discrimination against Mexicans or any other minority in the United States.
- (3) Victory for the United States means victory for Mexico and all our other Allies.
- (4) American Mexicans are badly wanted to serve in the American armed forces, in American factories, and on American farms.
- (5) American Mexicans have already gloriously done their part on Bataan and on other battlefronts.

We have worked out other themes specifically for Mexican Americans, but these are all that come to the mind at the moment. I am wiring to Washington for additional themes and ideas and will forward them to you as soon as I get them.

I greatly appreciate your interest and look forward to seeing you again soon.

With best wishes,

Cordially,

Alan Cranston, Chief
Foreign Language Division

AC:mrw

Record Group 208: Records of the Office of War Information
Series: Subject Files of the Chief, Foreign Language Section, 2/1/1942 - 1/31/1944
(National Archives ID 922212)
File: California Trip

Americanos Todos ★ Americans All

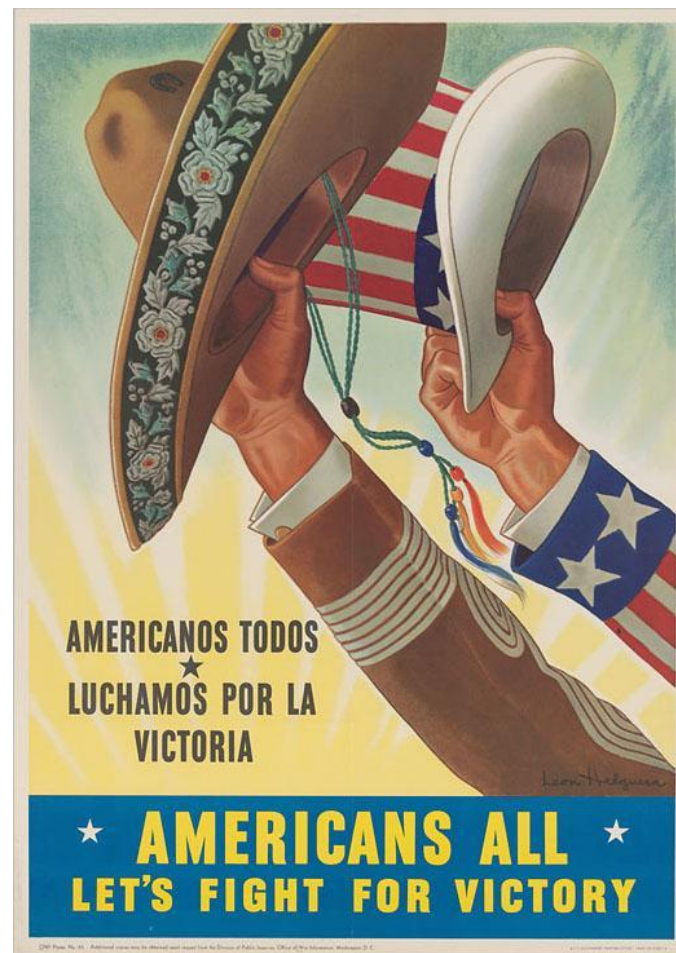
Leon Helguera

Leon Helguera was a commercial artist who is best known for his posters and U.S. postage stamps.

Born in Mexico, he came to the United States in 1916 at the age of 17. He became a naturalized U.S. citizen.

He spent over 36 years in the United States before returning to live in Mexico.

[Helguera, Leon, 1899-1970.](#)
[National Archives Person Authority Record](#)



OWI Poster No. 65: *Americans All/ Americanos Todos*.
Artist Leon Helguera.
National Archives ID 513803, Local ID 44-PA-353

Production Reports for Southwestern Posters

26th Floor, Fisk Building
250 West 57th Street
New York City
January 26, 1943

Mr. Leon Helguera
551 Fifth Avenue
New York City

Dear Mr. Helguera:

This is to confirm our conversation of yesterday in regard to the Spanish-American posters. As I understand the arrangement you are to supply finished art work for four posters at \$250 each. The lettering will be handled by the Graphics Division. A form of photolettering will be ordered by us from your layouts.

This work is requested to be finished as soon as possible. I would like ~~for~~ at least one poster to be delivered by five o'clock a week from this date. The remainder to be delivered as each is finished.

Unless I hear from you to the contrary I will assume that the above arrangements are satisfactory.

Sincerely,

Francis E. Brennan
Chief, Graphics Division

CC: Miss Jacobi ✓
Mr. Mabry

PRODUCTION ORDER
Graphics Division
Office of War Information

TO: Miss Marie Jacobi DATE: January 23, 1943

INITIAL REQUEST (x) JOB # W-189-4 169

SUBSEQUENT REQUEST ()

DUE DATE: As soon as possible AGENCY: CWI-Foreign Language Division

KIND OF GRAPHIC: Poster

TITLE: Southwestern poster "Una Sola Causa"

LAYOUT	()	REVISE	()
COMPREHENSIVE	()	REVISE	()
FINISHED ART	(x)	REVISE	()
FINISHED PHOTO	()	REVISE	()
FINISHED LETTERING	()	REVISE	()
COPY	()	REVISE	()
TYPOGRAPHY	()	REVISE	()

MATERIAL HEREWITH: Layout

INSTRUCTIONS:

Omit cross from the sketch. Substitute a war or patriotic symbol. Increase the size of Spanish caption. Suggestion is to letter the word "LIBERTAD" just above the heads of the soldier and farmer or perhaps "Victoria" or "NUESTRA VICTORIA". Use modern Army helmet and be sure that uniform is American uniform on a Mexican-American soldier.

Spanish headline to be larger than English base lettering.

Record Group 208: Records of the Office of War Information
 Creator: Domestic Operations Branch. Bureau of Graphics and Printing. Graphics Division.
 Series: Production Sheets, Production Reports, and Budget Reports Concerning Graphic Materials, 1942 - 1943. (National Archives ID 875693)

Leon Helguera's Original Artwork

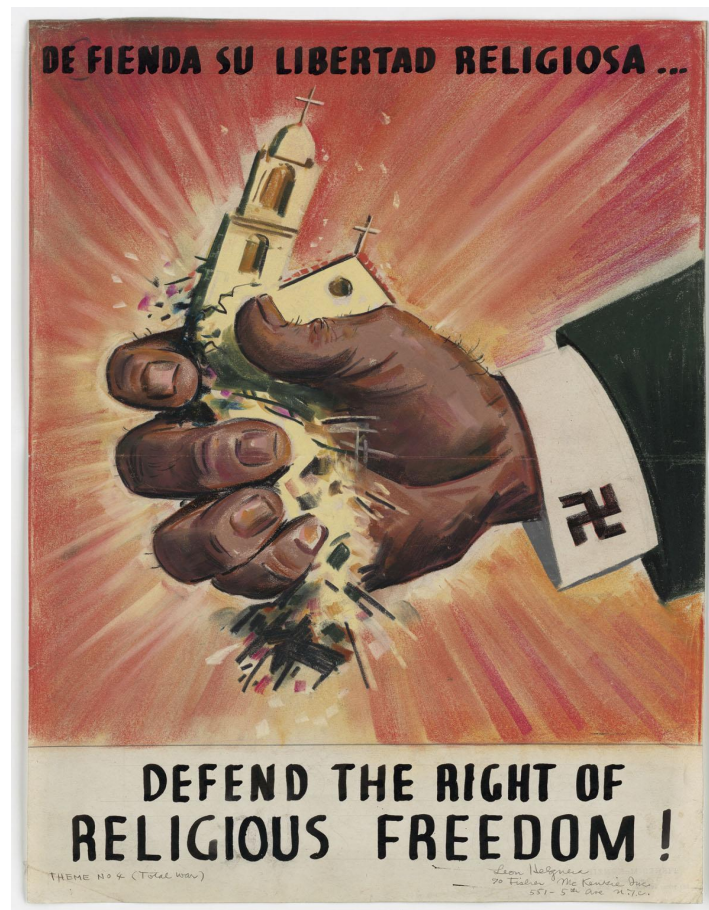
Record Group 208: Records of the Office of War Information

Creator: Domestic Operations Branch. Bureau of Graphics and Printing. Graphics Division.

Series: Original Artwork for World War II Posters, 1942 - 1945 (National Archives ID 2842724, Local ID 208-AOP)



National Archives ID 7387529, Local ID 208-AOP-102-101



National Archives ID 7387528, Local ID 208-AOP-101-100

Americans All in Context: Buenos Vecinos Club

June 16, 1944

Mr. C. T. Jones
Tide Water Associated Oil Company
79 New Montgomery Street
San Francisco, California

Dear Mr. Jones:

Your letter of May 9, addressed to Mr. Healy, was referred to this office for reply.

I must twice apologize. First, for the long delay in answering so earnest a request, and one which should have been answered very rapidly, and second, our supply of "Americans All - Let's Fight for Victory" has been exhausted for some time and there will be no reprint. I have, however, found one copy for you, which is enclosed.

Next time we will not be so remiss.

Sincerely,

Jacques Dunlavy
Chief of the Division
Poster Clearance, and Allocation
Room 3339, Social Security Building

Enclosure
JuliaEnglish

Posters



TIDE WATER ASSOCIATED OIL COMPANY
ASSOCIATED
DIVISION
79 NEW MONTGOMERY STREET
SAN FRANCISCO, 20, CALIFORNIA, U. S. A.

May 9, 1944

CABLE ADDRESS
"ACCEXPORT"
CODES USED
BENTLEY'S SECOND PHRASE
ACME
PRIVATE

Mr. George W. Healy, Jr.,
Director of Domestic Branch,
Office of War Information,
3346 Social Security Building,
Washington, D. C.

Dear Mr. Healy:

I am anxious to obtain two of the large posters entitled "AMERICANS ALL - LET'S FIGHT FOR VICTORY" ----- "AMERICANOS TODOS - LUCHAMOS POR LA VICTORIA", as per the enclosed miniature.

The large poster will be used at the luncheon meetings of the "Buenos Vecinos", a group which gathers each Wednesday at the Army-Navy Club in San Francisco.

This group, numbering about 30, is composed of North American citizens as myself, Mexicans, Guatemalans, Venezuelans, Chileans, etc.

I believe that this poster would serve a very good purpose and hope you will find it possible to send me two copies as above indicated.

Very truly yours,

C. T. Jones
C. T. Jones

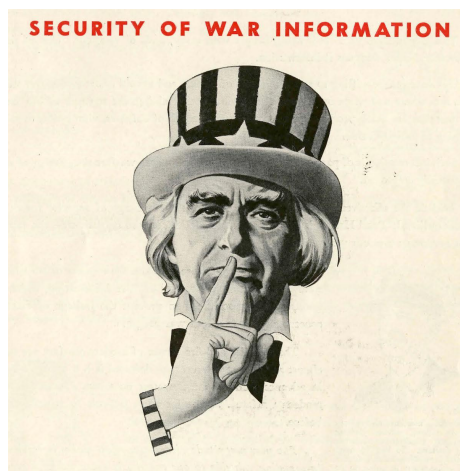
CTJ:HR
Encl.

Record Group 208: Records of the Office of War Information
Creator: Domestic Operations Branch. Bureau of Graphics/ Division of Poster Clearance and Allocation
Series: General Records of the Chief, 7/1942 - 10/1945 (National Archives ID 865055)
File: Posters

Leon Helguera, Uncle Sam, and FDR

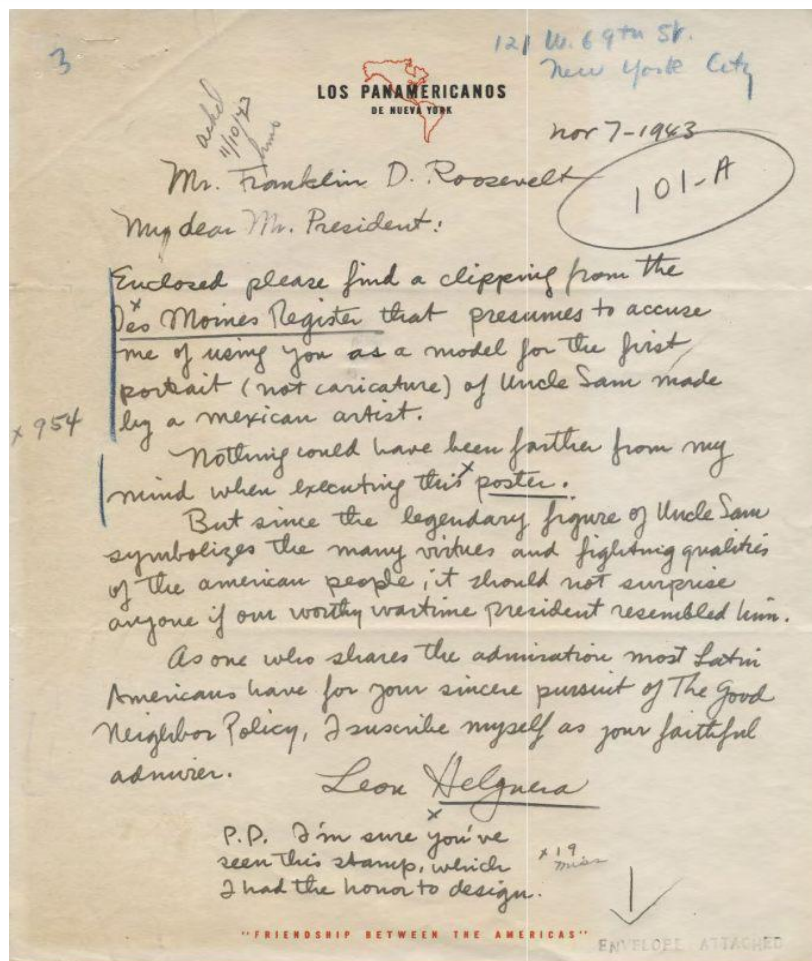


National Archives ID 513604, Local ID 44-PA-158



Official Logo

Designed by Helguera for a nationwide OWI campaign. Millions of copies made in different formats.



OF 101-a: Box 6, Folder 5, Use of the President's name for Advertising, 1943.
Series: Franklin D. Roosevelt President's Official Files, 1933 – 1945 (NAID 567634).
Image courtesy of the Franklin D. Roosevelt Presidential Library, Hyde Park, NY.

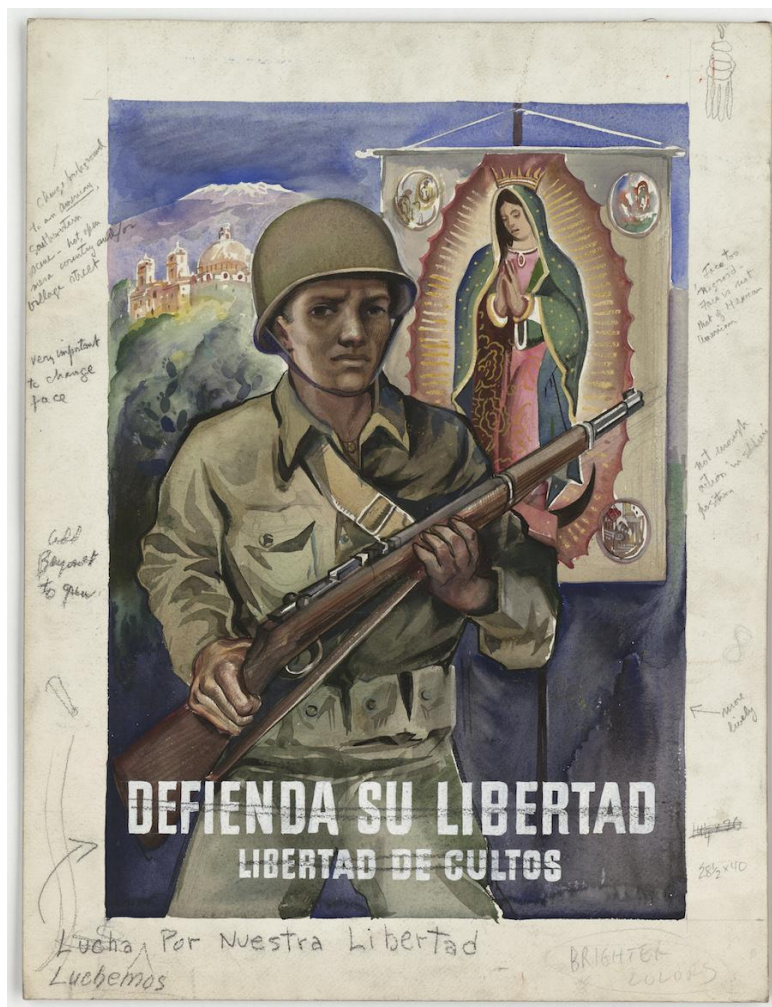
Los Panamericanos de Nueva York
Helguera is president of social club
(from Pan Am Magazine).

Rivalry with Arias Bernal?
"the first portrait (not caricature) of
Uncle Sam made by a Mexican Artist."

The Good Neighbor Policy
"As one who shares the admiration most
Latin Americans have for your sincere
pursuit of the Good Neighbor Policy, I
subscribe [sic] myself as your faithful
admirer."

Xavier Gonzalez

- Original artwork for Southwest poster.
- Marginalia and Production Reports critique face and image.
- Gonzalez illustrated other OWI posters and produced murals for Post Offices for the Public Works Administration.
- Married to Artist Ethel Edwards, also PWA artist.



"Change background to an American Southwestern scene - hot, open mesa country and/or village street.

Very important to change face.

Add bayonet to gun.

Lucha/Luchemos Por Nuestra Libertad.

Face too Negroid - face is [not] that of a Mexican American.

Not enough action in soldiers position

More lively.

Brighter Colors."

National Archives ID 7387527, Local ID 208-AOP-100-99



NATIONAL
ARCHIVES

Research Services

Tips and Tricks for Researching Posters

Start with the Small Print



National Archives ID 44268183, Local ID 44-PF-842



Identify:

- Artist
- Caption/Title
- Agency or publisher
- ★ Language

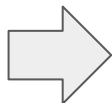
Publicado pelo Coordenador de Assuntos Inter-americanos, E. U. A.

Choose your Agency

CIAA
Record Group 229

OWI
Record Group 208

Links



[PDF Inventory for Record Group 229](#)
[Search 167 Series in NARA's Online Catalog](#)

[PDF Inventory for Record Group 208](#)
[Search 606 Series in NARA's Online Catalog](#)

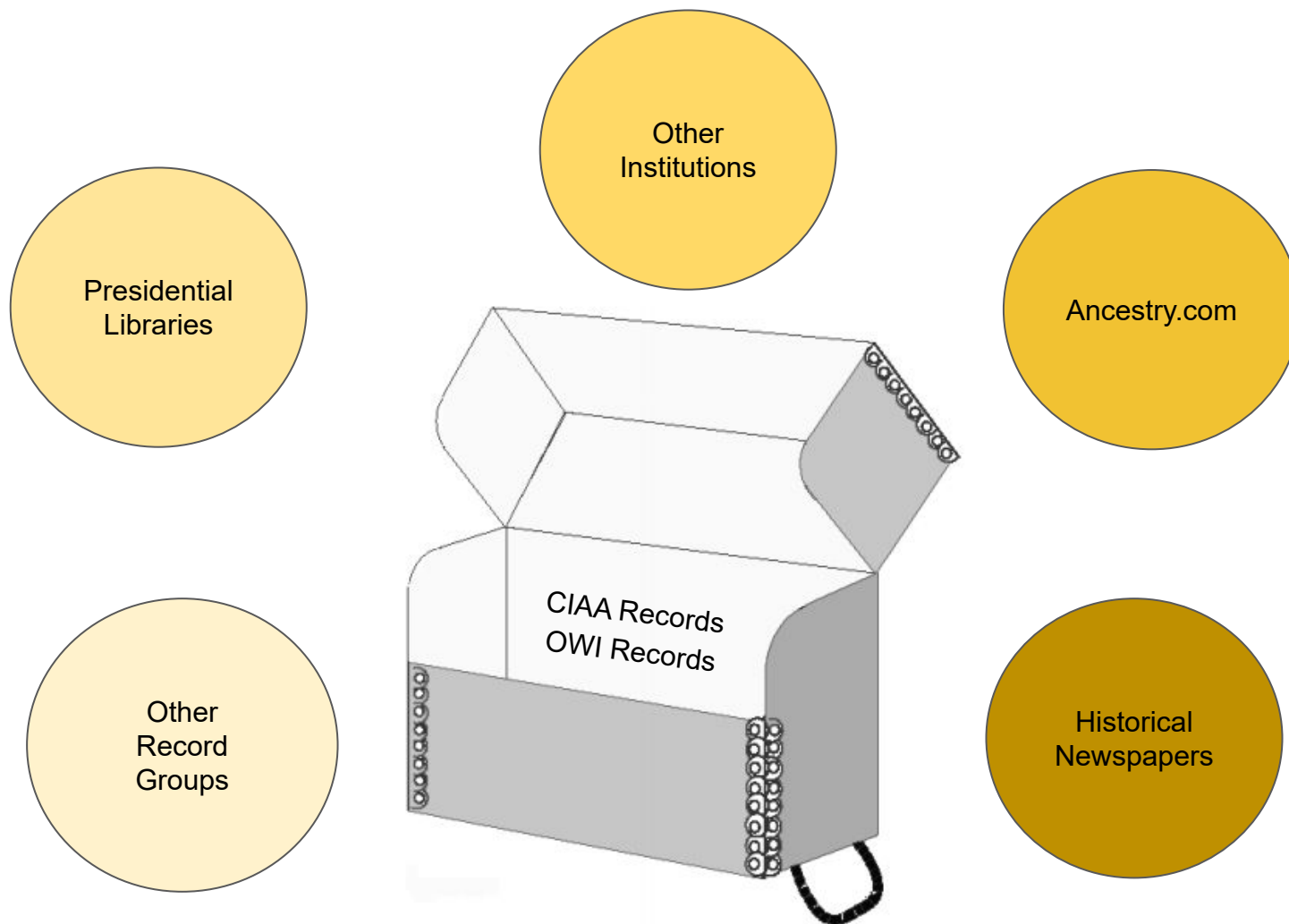
Recommended search terms: Posters,
Spanish, Southwest, Propaganda, name
of campaign, artist, country.

*[Production Sheets, Production Reports, and
Budget Reports Concerning Graphic Materials,
1942 - 1943. \(NAID 875693\).](#)*

Search
by Office
by Topic
by Name

Don't neglect
"Miscellaneous" files

Think outside the Box

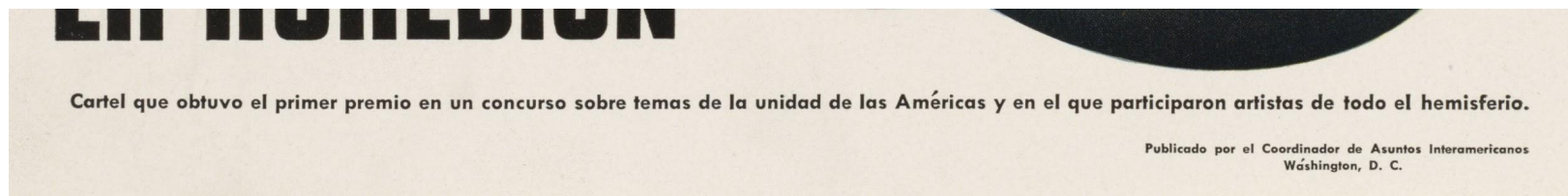


Other Institutions - MoMA, LoC, SI, etc.

United Hemisphere Poster Competition Museum of Modern Art, October 1942

- MoMA press release announcing the winners
https://assets.moma.org/momaorg/shared/pdfs/docs/press_archives/831/releases/MOMA_1942_0073_1942-10-19_421019-67.pdf
- MoMA illustrated pamphlet with the prize winning artworks:
https://assets.moma.org/documents/moma_catalogue_3115_300061976.pdf

First prize winner: Unámonos Contra la Agresión, José Renau
National Archives ID 44268227, Local ID 44-PF-859



Read all about it!

<https://text-message.blogs.archives.gov/>



“Arias Bernal’s Trip to Washington”: a Mexican Cartoonist Joins the War Effort



“Americans All” by Leon Helguera: Appealing to Hispanics on the Home Front in World War II



“I’m Counting on You” by Leon Helguera: A Mexican Artist Puts His Stamp on Uncle Sam

(3 parts)

Additional Information

Read

THE TANGO WAR

The Struggle for the Hearts, Minds and Riches of Latin America During World War
II by Mary Jo McConahay
St. Martin's Press, New York, 2018

Listen

PODCAST Episode

The WWII Home Front | United We Win | part 2

American History Tellers, May 13, 2020

[https://podcasts.google.com/feed/
aHR0cHM6Ly9yc3MuYXJ0MTkuY29tL2FtZXJpY2FuLWhpc3RvcnktdGVsbGVycw==/episode/
Z2lkOi8vYXJ0MTktZXBpc29kZS1sb2NhdG9yL1YwL25FQjdNcmdMa1VqSG0tb25SaUZuVUpnYU
kwTTJSNV9NSEQ0cWc5SnFWUHc=](https://podcasts.google.com/feed/aHR0cHM6Ly9yc3MuYXJ0MTkuY29tL2FtZXJpY2FuLWhpc3RvcnktdGVsbGVycw==/episode/Z2lkOi8vYXJ0MTktZXBpc29kZS1sb2NhdG9yL1YwL25FQjdNcmdMa1VqSG0tb25SaUZuVUpnYUkwTTJSNV9NSEQ0cWc5SnFWUHc=)

View

ONLINE EXHIBIT

THE ART OF WAR: AMERICAN POSTER ART 1941-1945

Franklin D. Roosevelt Presidential Library & Museum

<https://www.fdrlibrary.org/art-of-war-online-exhibit>

Thank You!

Dara Baker - Chris Belena - Greg Bradsher - Kathleen Brown - Richie Green - Matthew Hanson
Jeffrey Hartley - Tashia Jones - David Langbart - Nick Natanson - Rachel "Ray" Rosano



Las Américas Unidas Para La Victoria Y El Progreso Humano, CIAA poster by Ben Dale
National Archives ID 44268165, Local ID 44-PF-833



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Research Services

Questions?

daniel.dancis@nara.gov

Archives2reference@nara.gov

stillpix@nara.gov



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After the live broadcast . . .



KNOW YOUR RECORDS
National Archives and Records Administration

Email questions to
Archives2reference@nara.gov

Video recording of the lecture
will remain online at

www.archives.gov/calendar/know-your-records

Feedback

We value your opinion.

Please take a minute to complete a short evaluation. Your comments help us maintain the quality of our services and plan future programs.
Thank you!

Event Evaluation:

www.surveymonkey.com/r/KYREventEval