Welcome!

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

Program begins at 2 p.m. ET
September 16, 2020
Please excuse any technical issues as this is our first live broadcast with a new system.
Join the conversation!

Participate during the live event.

Log into YouTube and then type your questions and comments into the live chat.
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.
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.

View previous lectures on video at www.archives.gov/calendar/know-your-records
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.
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.
HISPANIC HERITAGE MONTH
September 15 to October 15

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

https://www.archives.gov/research/hispanic
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
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.
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.
Office of The Coordinator of Inter-American Affairs (CIAA) Record Group 229
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 goodwill 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.

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

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)

PROJECT AUTHORIZATION

Short Title: Arias 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.

Services: Arias Bernal, care of Coordination Committee for Mexico.

Description: Mr. Arias Bernal is one of the outstanding editorial cartoonists in the Western Hemisphere. He is, at present, employed by the magazine, “Siglo,” 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.

Objectives:

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

Cost:

In negotiations with Mr. Arias Bernal, it was agreed that he would undertake to work for the Coordinator under a project for a period of six weeks during which time he will draw editorial cartoons on such matters suggested by this Office. He agreed 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. Arias Bernal with an office for the six weeks period together with necessary services and equipment. It is estimated that the total supplies consumed by this work including the use of desk, chairs, and etc., will not exceed $300.
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.
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.
Letter from Frieda Everett (CIAA) to Jacques DunLany (OWI),
October 21, 1944

Mr. Jacques DunLany
Office of War Information
Room 3399, 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. Jansen. 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 Wexner, Armitage Hattend, Lucrocia Archily, Charles Olson and Larry Bell 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, "One Man".

We will certainly be interested in seeing the completed survey.

Sincerely,

Frieda Everett
Acting Chief of Publications
Press Division

"Hitler & Tojo Caged" or "Germany and Japan Behind Bars." Alfonso Ontiveros.
National Archives ID 44266072, Local ID 44-PF-30

Record Group 208: Records of the Office of War Information
(National Archives ID 865055)
File: Misc
Letter from Frieda Everett (CIAA) to Jacques DunLany (OWI), October 21, 1944. Cont.

POSTERS
COORDINATION OF INTER-AMERICAN AFFAIRS
(Press Division)

1942

LA VISION EXTERNA - 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 POSTERS - Prepared with the assistance of the Museum of Modern Art.

LIBRES - (Freedom) - By Herbert Bayer - Spanish only - Delineating 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 redrawn in Portuguese in 1943 and the title changed to LIBERTADE POLÍTICA para Brasil.)

LIBERTAD DE LAS HUESCAS - (Freedom from Hunger) - 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. Atkinson - Spanish only - From a background of Axis terror emerges free man.

EL NUEVO ORDEN DEL MUNDO - (The New Order of the World) - By E. Mc Knight Kauffer - Spanish and Portuguese - Satirical head of a Nazi, portraying both militaristic and barbaric characteristics.

LUCHANDO POR LA LIBERTAD DE TODOS - (In 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 halst.

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 REE METRER LA GUERRA EN LAS AMÉRICAS - (Hands Off the Americas) - By John A. Coyotes - Spanish and Portuguese - A second prize winner of the United Hemisphere Poster Competition. Shows a beacon regulating an Axis hand arising over the edge of the world. (Very popular)

UNAMUNOS CONTRA LA AGRESIÓN - (Let Us Unite Against Aggression) - By Jose Nunez - 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.
Link to CIAA Posters in the National Archives Catalog mentioned in Frieda Everett’s letter of Oct. 21, 1944.
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

- 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
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

LOS ANGELES TIMES
November 24, 1942
Front page - bottom
4th column

Trial of Youths Hailed by Axis

Trial of 22 Mexican Youths Made Axis Propaganda Issue

Use Mexican Youths' Case Here as Propaganda

GANG PROBLEM 49.9

When the drive war...
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 principles 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:

Mexicans and Americans are fighting and working side by side for freedom.

The American Government opposes discrimination against Mexicans or any other minority in the United States.

Victory for the United States means victory for Mexico and all our other Allies.

American Mexicans are badly wanted to serve in the American armed forces, in American factories, and on American farms.

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
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
Production Reports for Southwestern Posters

Record Group 208: Records of the Office of War Information
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
Series: Original Artwork for World War II Posters, 1942 - 1945 (National Archives ID 2842724, Local ID 208-AOP)

![Image 1: Americanos Todos Luchemos por la Victoria](National Archives ID 7387529, Local ID 208-AOP-102-101)

![Image 2: Defend the Right of Religious Freedom](National Archives ID 7387528, Local ID 208-AOP-101-100)
June 16, 1944

Mr. G. 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 make apologies. First, for the long delay in answering so earnest a request; and second, our supply has been answered very rapidly, and second, our supply has been of ‘Americans All – Let’s Fight for Victory’ has been exhausted for some time and there will be no reprint published. I have, however, found one copy for you, which is enclosed.

Next time we will not be so remiss.

Sincerely,

Jacqueline Donahue
Chief of the Division
Poster Clearances, and Allocation
Room 3339, Social Security Building

Encl.

Dear Mr. Healy:

I am anxious to obtain two of the large posters entitled “AMERICANS ALL – LET’S FIGHT FOR VICTORY” 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

RESEARCH SERVICES

NATIONAL ARCHIVES

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

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.”

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.
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.”
Tips and Tricks for Researching Posters
Start with the Small Print

Identify:

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

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

Publicado pelo Coordenador de Asuntos Inter-americanos, E. U. A.
Choose your Agency

CIAA
Record Group 229

- PDF Inventory for Record Group 229
- Search 167 Series in NARA's Online Catalog

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

OWI
Record Group 208

- PDF Inventory for Record Group 208
- Search 606 Series in NARA's Online Catalog

Recommended search terms: Posters, Production Sheets, Production Reports, and Budget Reports Concerning Graphic Materials, 1942 - 1943. (NAID 875693).

Don’t neglect “Miscellaneous” files

Search by Office by Topic by Name
Think outside the Box

- CIAA Records
- OWI Records
- Other Record Groups
- Ancestry.com
- Historical Newspapers
United Hemisphere Poster Competition
Museum of Modern Art, October 1942

- MoMA press release announcing the winners

- MoMA illustrated pamphlet with the prize winning artworks:

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

**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

**PODCAST Episode**
The WWII Home Front | United We Win | part 2
American History Tellers, May 13, 2020
[https://podcasts.google.com/feed/aHR0cHM6Ly9yc3MuYXJ0MTkuY29tL2FtZXJpY2FuLWhpc3RvcnktdGVsbGVycw==/episode/Z2lkOi8vYXJ0MTktZXBpc29kZS1sb2NhG9yL1YwL25FQjdNcmdM1VqSG0tb25SaUZuVUpnYUkwTTJSNV9NSEQ0cWc5SnFWUHc=](https://podcasts.google.com/feed/aHR0cHM6Ly9yc3MuYXJ0MTkuY29tL2FtZXJpY2FuLWhpc3RvcnktdGVsbGVycw==/episode/Z2lkOi8vYXJ0MTktZXBpc29kZS1sb2NhG9yL1YwL25FQjdNcmdM1VqSG0tb25SaUZuVUpnYUkwTTJSNV9NSEQ0cWc5SnFWUHc=)

**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](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
Questions?

daniel.dancis@nara.gov

Archives2reference@nara.gov

stillpix@nara.gov
After the live broadcast . . .

Email questions to Archives2reference@nara.gov

Video recording of the lecture will remain online at www.archives.gov/calendar/know-your-records
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