

THE GILDER LEHRMAN INSTITUTE *of* AMERICAN HISTORY

Inside the Vault: World War II Propaganda Posters

October 7, 2021

The session will start shortly. Please note:

- Your video and audio will automatically turn off.
- You can participate through the Q&A function.
- If you have technical difficulties, please email collectionprograms@gilderlehrman.org so we can assist you.

Our Team

- Sandy Trenholm - Collection Director
- Professor Michael Neiberg - United States Army War College
- Stacie Christensen - 2020 Idaho History Teacher of the Year
- Shelby Miller - Curatorial Intern
- Allison Kraft - Assistant Curator

During the Session



- If you would like to ask a question, you can **use the Q&A feature**
- We will be answering audience questions throughout the session.

For Security and Privacy

- Your microphone is automatically muted.
- Your camera is automatically turned off.

Today's Documents

- *Americans Will Always Fight for Liberty*
- *The Atlantic Charter*
- *Deadly*, an advertisement by the Autocar company
- Caricature of South American gaucho confronting Hitler and three Nazi Officers
- *She's Ready, Too*

Propaganda Posters

Why are propaganda posters important?

Criteria for analyzing propaganda posters

- Who
- What
- When



Americans will always fight for liberty, 1943

- Issued by US Office of War Information, Division of Public Inquiries
- Artist Bernard Perli

THE Atlantic Charter

THE President of THE UNITED STATES OF AMERICA and the Prime Minister, Mr. Churchill, representing HIS MAJESTY'S GOVERNMENT IN THE UNITED KINGDOM, being met together, deem it right to make known certain common principles in the national policies of their respective countries on which they base their hopes for a better future for the world.

1. *Their countries seek no aggrandizement, territorial or other.*

2. *They desire to see no territorial changes that do not accord with the freely expressed wishes of the peoples concerned.*

3. *They respect the right of all peoples to choose the form of government under which they will live; and they wish to see sovereign rights and self-government restored to those who have been forcibly deprived of them.*

4. *They will endeavor, with due respect for their existing obligations, to further the enjoyment by all States, great or small, victor or vanquished, of access, on equal terms, to the trade and to the raw materials of the world which are needed for their economic prosperity.*

5. *They desire to bring about the fullest collaboration between all nations in the economic field with the object of securing, for all, improved labor standards, economic advancement and social security.*

6. *After the final destruction of the Nazi tyranny, they hope to see established a peace which will afford to all nations the means of dwelling*

in safety within their own boundaries, and which will afford assurance that all the men in all the lands may live out their lives in freedom from fear and want.

7. *Such a peace should enable all men to traverse the high seas and oceans without hindrance.*

8. *They believe that all of the nations of the world, for realistic as well as spiritual reasons, must come to the abandonment of the use of force. Since no future peace can be maintained if land, sea or air armaments continue to be employed by nations which threaten, or may threaten, aggression outside of their frontiers, they believe, pending the establishment of a wider and permanent system of general security, that the disarmament of such nations is essential. They will likewise aid and encourage all other practicable measures which will lighten for peace-loving peoples the crushing burden of armaments.*

FRANKLIN D. ROOSEVELT

WINSTON S. CHURCHILL

August 14, 1941

The Atlantic Charter, 1941

- A joint declaration by US President Franklin D. Roosevelt and British Prime Minister Winston Churchill issued on August 14, 1941
- Printed by US Office of War Information, Division of Public Inquiries in 1943

The Atlantic Charter

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Autocar

"DEADLY!"

... "Deadly" is the performance accredited to the Multiple-Gun Motor Carriage, by the U. S. Army. "Deadly" is the fire power of the 37 mm anti-aircraft gun and the .50 caliber machine guns, blazing in chorus from Half-Tracks by Autocar. In Tunisia, within three months, it "downed 78 German planes for sure, and possibly more than 100." Then on to Sicily ... and on and on from there! ... As "deadly" performance is Autocar's responsibility today, so will *dependable* performance again be the responsibility of Autocar Trucks when war is won. Do *your* bit by keeping your pledge to the U. S. Truck Conservation Corps.

AUTOCAR

MANUFACTURED IN ARDMORE, PA.
SERVICED BY FACTORY BRANCHES FROM COAST TO COAST



- Founded in 1897, it is oldest vehicle manufacturer in the United States
- Produced America's first truck in 1899
- Supplied over 37,000 vehicles to the US military during World War II

Deadly!

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AUTOCAR

MANUFACTURED IN ARDMORE, PA.

SERVICED BY FACTORY BRANCHES FROM COAST TO COAST



Back the Attack
with War Bonds!

*Caricature of South
American gaucho
confronting Hitler and
three Nazi Officers,
circa 1942*

- Published by the
Coordinator of Inter-
American Affairs
- Artist Arias Bernal





She's Ready, Too, 1942

- Published by the
US Government
Printing Office

Upcoming Programs

THE GILDER LEHRMAN
INSTITUTE of AMERICAN HISTORY

- *Inside the Vault*, Thursday, November 4 at 7 p.m. ET (4 p.m. PT)
 - Dr. Barbara Perry and educator Jermain Corbin join us to discuss the Kennedy assassination.
- *Book Breaks*, Sunday, October 10 at 2 p.m. ET (11 a.m. PT)
 - Carol Berkin discusses her book *Wondrous Beauty: Betsy Bonaparte, the Belle of Baltimore Who Married Napoleon's Brother*
- EduHam Online
 - The goal of the Hamilton Education Program Online is to help students in grades 6–12 see the relevance of the Founding Era by using primary sources to create a performance piece (e.g., a song, rap, poem, or scene) following the model used by Lin-Manuel Miranda to create the musical *Hamilton*. The program consists of classroom activities and digital resources that can be incorporated into a regular curriculum on the Founding Era. To register, teachers can visit hamilton.gilderlehrman.org