

Rosie the Riveter /
World War II Home Front



We Can Do It!



J. Howard Miller (1942) for Westinghouse



We Can Do It!

Many WWII propaganda posters encouraged unity and urgency to boost wartime production. Women, like this symbolic Rosie the Riveter, did tough jobs that many men doubted women could do. These riveters, welders, electricians, etc proved that women could do anything, and enlarged future choices for women in the workplace. The poster had a second life in the 1970s when women organized for their civil rights.

To learn more, visit: www.nps.gov/rori

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