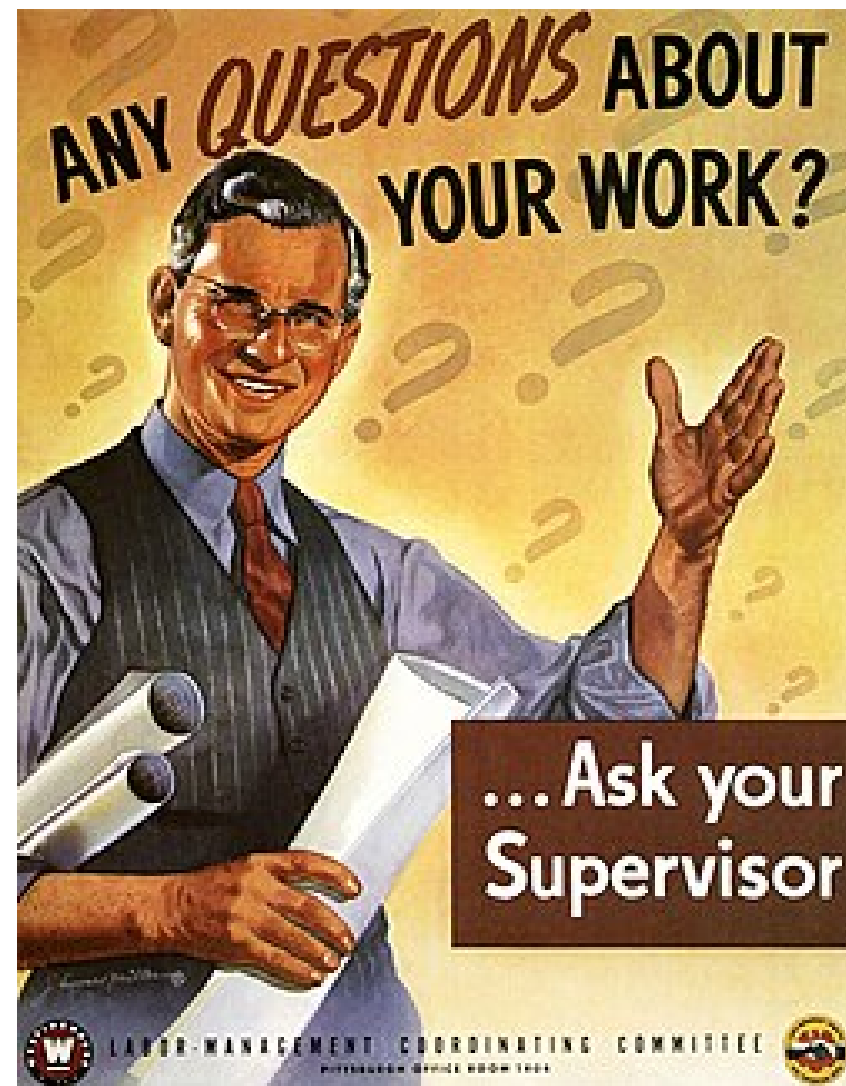




- "We Can Do It!" is an **American World War II wartime poster** produced by J. Howard Miller in 1943 for Westinghouse Electric as an inspirational image **to boost female worker morale**.
- The poster was little seen during World War II. It was rediscovered in the early 1980s and widely reproduced in many forms, often **mistakenly called "Rosie the Riveter"**, which is a different depiction of a female war production worker.
- It was **used to promote feminism** and other political issues beginning in the 1980s.
- The image made the cover of the Smithsonian magazine in 1994 and was fashioned into a US first-class mail stamp in 1999. It was incorporated in 2008 into campaign materials for several American politicians, and was reworked by an artist in 2010 to celebrate the first woman becoming prime minister of Australia.
- The poster is one of the ten most-requested images at the National Archives and Records Administration.
- in 1943 it was not for recruitment but to exhort already-hired women to work harder.
- in 2015, the woman in the wartime photograph was identified as then 20-year-old Naomi Parker. Doyle's notion that the photograph inspired the poster cannot be proved or disproved, so neither Doyle nor Parker can be confirmed as the model for "We Can Do It!".



A propaganda poster from 1942 encouraging unity between labor and management of GM



Another poster by J. Howard Miller from the same series as "We Can Do It!"



1942 photograph of Naomi Parker



The "We Can Do It!" poster was used by the Ad Council for its 70th anniversary celebration, through a Facebook app called "Rosify Yourself"



A 2013 military propaganda poster of the Israel Defense Forces based on the "We Can Do It!" poster



Rosie the riveter - Norman Rockwell



Smithsonian magazine put the image on its cover in March 1994, to invite the viewer to read a featured article about wartime posters.



Edit of the poster during pandemic



with attached wrong name



when kamala was campaigning for presidency

