



**Barry Lawrence Ruderman
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(Second World War - Women in the Army) This is our war... Join the WAAC

Stock#: 93751
Map Maker: Recruiting Publicity Bureau,
United States Army

Date: 1942
Place: n.p.
Color: Color
Condition: VG+
Size: 25.25 x 38 inches

Price: \$ 495.00



Description:

This propaganda poster, produced during World War II, exhorts American women to join the Women's Army Auxiliary Corps (WAAC). Displaying a bold design with the prominent profile of a servicewoman with a profile of Athena behind her and text that calls for participation in the war effort, it captures the spirit and resolve of a nation at war. Created as part of the United States Army's campaign to recruit women for support roles, the poster underlines the critical contribution of women to the military establishment.

During the Second World War, the role of women in the military underwent a significant transformation, with the establishment of the WAAC in 1942. The formation of this corps was a watershed moment, marking the first time women were incorporated into the United States Army in a non-nursing capacity. The poster's imagery and text are indicative of the era's patriotic fervor and the government's push to



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mobilize all available resources, including the untapped potential of women in the workforce.

The graphic elements of the poster are carefully composed to convey a message of unity and duty, with the overlap of a female profile and a translucent image of Athena's head symbolizing the connection between then-ongoing efforts and the historical role of women in warfare.

The poster is emblematic of the social changes and the shifting perceptions of gender roles during the war. In addition to being an attractive recruiting tool, it reflects the evolving dynamics of American society in the 1940s, encapsulating the call to action that resonated with many women of the time.

Detailed Condition:

Archivally backed on modern poster linen, cleanly repairing a few tears.